ELECTRIC REFRIGERATION NEWS

The business newspaper of the electric refrigeration industry

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"Electric Refrigeration Looks Good to Central Stations"—Alex Dow

Can Help Manufacturers Build Good-Will With Public —Proposes Plan to Meet Service Problem

"Every house was built for a woman, and in the long run it is the woman who has the say. We must adjust our methods to women the way God made her, and the way man has spoiled her," said Alex Dow, president of the Detroit Edison Company and veteran leader in the public utility field, in a most interesting and instructive talk at the Waldenwoods meeting of the Electric Refrigeration Council, Sunday, September 12.

"If we could limit our dealings to men with business training—they expect only fairness, not generosity. Men play business like they play poker—they don't tell what's in their hand and don't expect you to do so. If you out-guess them, they don't get sore, but simply wait for a chance to get even. With women, it is different."

Quoting Mr. Heinz of "57 varieties" fame, who made an investigation of the subject, "at least 95 percent of the women do most of their own housework, or at least know what is going on in the kitchen," therefore it is highly important that public utility men understand the woman's viewpoint and be prepared to meet her wishes.

Young Men Get Along Well with Women Customers

Referring to his own company's experience, Mr. Dow said they had found that young men get along well with women customers. Women employees are sometimes inclined to be suspicious of complaints—they know what the other woman is putting over. He insists that every complaint be handled by the sales department. A complaint department gets "hard-boiled" or it gets easy and becomes a place to distribute favors. The sales department understands that what it sells must stay sold. It has full authority to find out whether full service is delivered.

The sales department also has full authority on credits and is responsible for getting the money in. They let the accounting department staff the credit division, but the sales department sets policies.

Electric Refrigeration the Best Load Builder Since the Flat Iron

"Of all the devices that have come along since the electric flat iron," said Mr. Dow, "the electric refrigerator is the first one that really looks good to us. We can help you build good will with the public, but you must work out the problem of servicing," he told the manufacturers.

"We cannot hope to educate our men to be refrigerator experts, but we have tried to teach them to make a good diagnosis. We like to have our men be able to tell approximately what is wrong. One trouble which the service man meets," continued Mr. Dow, "is knowing what the man before him did to the machine."

Suggests Service Men Use Tags to Leave Record of Adjustments

Detroit Edison service men are instructed to put a tag on the machine after making any repairs or adjustments so that the man who follows on the job will know what has been done to it. In the case of washing machine repairs where a motor is installed for temporary use, they furnish one painted a bright red so the customers, as well as the service men, cannot overlook the fact that it has been loaned by the company.

Mr. Dow suggested that electric refrigerator manufacturers work out a list of simple tests, such as has been done by the radio and automobile people, as a guide to the central station service man in making a diagnosis of the trouble.

"We can help you by sending in a prompt report of the symptoms, but don't depend on us for service," he warned.

The service of the Detroit Edison Company extends over a territory of 4,000 square miles. 470,000 customers are served, of which 300 are large industrial plants, 5,000 are small industrial plants and about 4000 are stores and offices. The great majority are homes. Service over such a large territory cannot be uniform, Mr. Dow explained, since the cost of automatic control would be too expensive.

"The Point of Free Use"

"The point of free use" indicates when service is good enough and cheap enough, according to his view. He said the test of free use came when a woman would let a light burn rather than go to the trouble of turning it off. He had found a growing consciousness, on the part of customers, of the fact that electric service is very cheap.

Mr. Dow said his company receives about 30 letters a month from women who

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BROAD PLAN FOR ALL ELECTRICAL PROMOTION

Electric Refrigeration Promotion to be Part of National Market Development Program

W. L. Goodwin, operating vice-president of The Society for Electrical Development, addressing the Electric Refrigeration Council at Waldenwoods, gave an interesting account of his many experiences in the cooperative work of the electrical industry. He then gave a general outline of the Market Development Plan which had been presented to a number of groups of executives and for the first time to the whole industry at Camp Cooperation VI of the Electrical League Conference, held the previous week at Association Island.

Referring to a chart, Mr. Goodwin outlined the development of local cooperative market development work from the time the Jovian order was established in 1899 to the start of lunch clubs in 1906, and the first business development work done by local leagues which was put into effect by the Electrical League of San Francisco in 1917.

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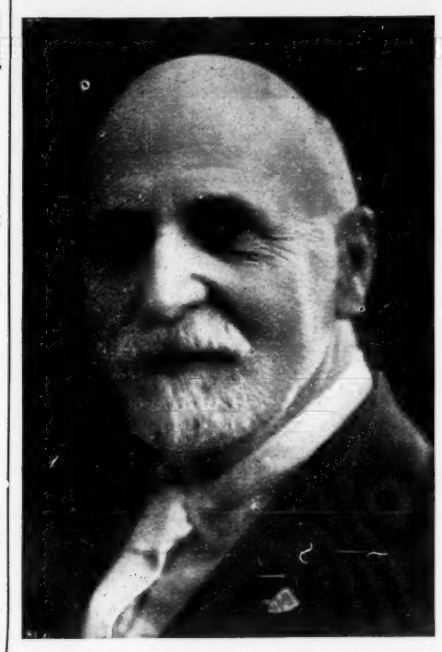

Alex Dow, president, Detroit Edison Co.

DOBBS "CRACKS ICE" AT WALDENWOODS

Coco-Cola Man Enthuses Meeting with Impromptu Speech

S. C. Dobbs of Atlanta, guiding mind of the sales program of Coco-Cola, launched into an inspiring talk on the benefits of cooperative effort and the future of electric refrigeration at the opening of the Waldenwoods meeting of the Electric Refrigeration Council.

Referring to himself as an ice man in an electric refrigeration crowd, Mr. Dobbs told of his varied business ex-

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Manufacturers Act to Extend Trade Association Influence

All Established Companies Eligible to Join May Now Participate in Broad Movement to Promote Electric Refrigeration Industry

Officers and departmental executives of electric refrigerator manufacturing companies and representatives of allied interests, all keenly aware of serious problems confronting their rapidly expanding industry, met at Waldenwoods, Michigan, September 10, 11 and 12 to perfect the organization of the Electric Refrigeration Council, to consider co-operative market development plans for the coming year and other questions affecting the interests of the industry as a whole.

The Copeland, Kelvinator, Servel, Nizer and General Electric companies' which took part in the formation of the temporary organization some months ago, were represented. Westinghouse Electric, although not yet active in the field of electric refrigeration, was also represented.

It was decided that arrangements should be made to permit the admission of other important companies now established as constructive factors in the business. J. Robert Crouse, president of the Nizer Corp. and founder of the movement, was asked to accept the responsibility of guiding the association through the formative period. A constitution and by-laws were presented and it was decided that the executive committee should hold another meeting within a month to take final action on this and various recommendations of the sales, advertising and other committees.

The withdrawal from the tentative organization of the Frigidaire Corp., was received with great regret but the hope was expressed that the value of the plans and the activities would, in time, bring about a renewal of the interest of this company. The movement has been frequently pointed out as an outstanding example of new industry's effort to avoid the wasteful results of misunderstanding and ineffective action from lack of organization. It was unanimously agreed that many immediate and definite needs of the industry could be met only through a representaitve body and that action should be taken at once to provide for all regular trade association functions.

The three-day program was marked by a number of unusually practical and constructive addresses on important phases of the industry's development.

Goss Welcomes Guests

A. H. Goss, president of the Electric Refrigeration Corporation, welcomed the guests on behalf of the Kelvinator Corp. W. R. Wilson, president of Copeland Products, Inc. responded. J. R. Crouse, president of the Nizer Corp., speaking on the subject "How the Electric Refrigeration Industry Profits by Co-operation," gave a resume of the work that had been accomplished during the past year and details of the local co-operative market development work carried on by the electric refrigeration division of the Electrical League of Cleveland.

F. M. Feiker, operating vice-president of The Society for Electrical Development, made a report on the progress of co-operative publicity and advertising. S. C. Dobbs, a director of the Electric Refrigeration Corp., gave his views of the possibilities of co-operation and cited instances of how it had worked out to the advantage of the companies in which he is interested.

Nicholson Explains Code Situation

S. L. Nicholson, acting vice-president of the Westinghouse Elect. & Mfg. Co. and chairman of the sub-committee on uniform ordinances of the National Electrical Manufacturers Association, spoke on "Electrical Codes and Ordinances." Mr. Nicholson gave a resume of the genesis of the National Electrical Code; told in detail of the functioning of the various bodies in the industry set up to take care of safety and fire hazards. Francis E. Neagle, counsel for the Society and the new association, gave an outline of the functions of trade associations as compared with those organized to build business through co-operative methods. He stated the reasons why certain things could and could not be done by a body such as the Electric Refrigeration Council and detailed a list of things which such a body should do.

W. L. Goodwin, operating vice-president of The Society for Electrical Development, gave a picture of national and local market development work as now carried on by the Society and the 140 leagues throughout the country. This was followed by a presentation of the market development program which had been endorsed in principle at the Electrical League Conference held at Association Island the previous week.

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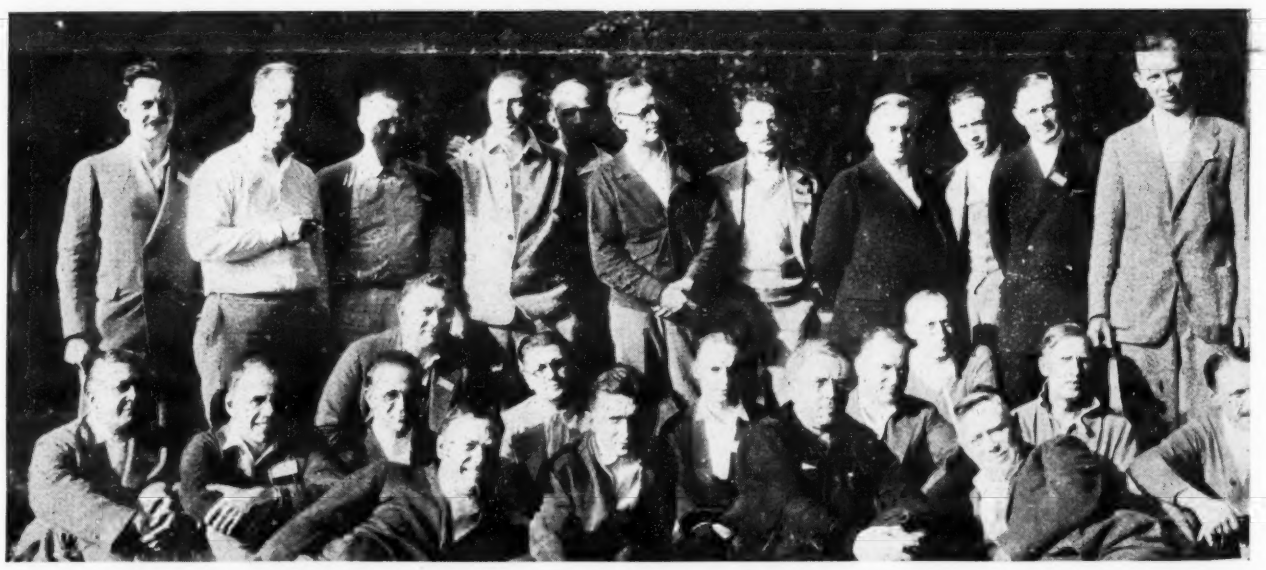
Invite Co-operation of Ice Industry

The following resolution was adopted at the Waldenwoods' meeting of the Electric Refrigeration Council, Sept. 11, 1926:

"That the Advertising Committee of the Electric Refrigeration Council and the Advertising Committee of the Electric Refrigeration Division of the Society for Electrical Development, extend an invitation to the Advertising Committee or Committees of like associations of the Ice Industry to meet together for the purpose of discussing mutual problems in advertising and publicity, so that both industries may establish a common bond of interest in the furthering of sound advertising programs and copy in accord with the ethics of advertising as advocated by the International Association of Advertising Clubs, to the end that the dollar expended for advertising by each industry shall at all times be constructive and productive of the greatest good to both industries and the public we serve. This proposed meeting, on the invitation of Mr. J. Robert Crouse to be held at Waldenwoods."



SALES AND ADVERTISING COMMITTEES OF THE ELECTRICAL REFRIGERATION COUNCIL AT WALDENWOODS

Top row, left to right: **R. B. Donnelly, G. M. Dwelley, H. K. Patterson, Harry Sieck, R. E. Densmore, E. T. Foote, Gordon Muir, T. J. McManis, F. M. Cockrell, W. C. D'Arcy, W. P. White.**

Bottom row: **F. M. Feiker, C. W. Brooke, G. W. Kingsbury, Chas. Van Keuren, W. L. Goodwin, August Jaeger, W. D. McElhinny, G. G. Whitney, J. R. Crouse, H. W. Foulds, Norwood Weaver, J. A. Corcoran, R. A. Lundquist, O. C. Small.**

CROUSE SUBSCRIBES $16,666 TO FUND

Electrifies Committees in Advertising Session

"Industry has scarcely reached the point in its understanding of cooperative work where companies are willing to give financial support to constructive programs in proportion to their merit and the inherent efficiency of the method," said J. Robert Crouse at Waldenwoods when the subject of funds for the proposed 1927 program was under consideration.

Predicts Ten Per Cent Will Be Spent Co-operatively in Future

"The time will come in the course of economic evolution," he predicted, "when it will be found wise and profitable to expend on co-operative market development, an amount equal to ten per cent of the competitive sales and advertising appropriations. The opportunity exists to do co-operatively, and more efficiently, most of the educational market develoment now being done competitively—with endless duplication and total lack of co-ordination.

"As an expression of my profound belief in plans which the committees have outlined," he continued, "I personally subscribe $16,666.66 to the 1927 fund totaling $193,500."

Mr. Crouse requested that the subscriptions be listed in the name of the Cromaine Foundation of Waldenwoods and that it be devoted to that part of the program calling for the setting up of local electric refrigeration sections in the electrical leagues and chapters of the Society in the principal cities. The unexpected action of Mr. Crouse in making such a liberal and unusual subscription brought forth an outburst of applause. With this amount to start the fund and set the pace, the Committees confidently expect that the total amount recommended will be subscribed by the companies benefited.

Aylesworth Leaves National Electric Light Association

M. H. Aylesworth, well known throughout the electrical industry as managing director of the National Electric Light Association, has become president of the National Broadcasting Company, Inc., a new subsidiary of the Radio Corporation of America, which has taken over the management of Station WEAF.

Servel Appoints Lee Export Manager

Everett J. Lee, formerly district sales manager of the Kelvinator Corp. in the Philadelphia territory, has recently become export manager of the Servel Corp. with headquarters in New York.

SETS LEGAL LIMITS OF GROUP WORK

Association Lawyer Lists Do's and Dont's

"The proposed Electric Refrigeration Council group is remarkable in industry association work in that its co-operative work began almost at the beginning of the domestic electric refrigeration industry. There was not the usual waiting until antagonisms among the members of the industry rendered co-operation necessary. It is also remarkable in that the first co-operative effort of the group—industry advertising—was for the benefit of the whole industry and not simply for the benefit of the few companies making up the group. It is the first instance I know of where joint advertising for many was carried on at the expense of a few.

"The Century Dictionary defines co-operation as "the act of working together to one end."

"When a lawyer discusses, as I have been asked to do, the subject of co-

(Continued on page 8, column 2)

Advertising Committee Recommends Color Series in Saturday Evening Post

Thirteen Full-Page, Two-Color Advertisements Proposed —Electrical Trade Papers Added to Co-operative Schedule

Advertising and Sales Committees of the newly-formed Electric Refrigeration Council, lead by chairmen H. W Foulds and G. M. Dwelley, respectively, demonstrated practical co-operation at the recent Waldenwoods meeting by each endorsing the other's recommendations for the 1927 educational and sales-building program.

The Sales Committee, consisting of the sales managers of the companies represented, adopted a plan, subject to executive approval, for organizing local groups of distributors and dealers in the principal cities. An appropriation of $27,500 was proposed to provide for field work, traveling expenses and literature.

The Advertising Committee, made up of the advertising managers, outlined a detailed plan for publicity, literature, national and trade advertising calling for for a total expenditure of $166,000 to continue and expand the co-operative program carried out during the past year by The Society for Electrical Development.

Both Sales and Advertising Committees took action looking toward closer relations with other associations in fields affected by electric refrigeration, and made other constructive proposals for the consideration of the Executive Committee.

Recommendations of the Advertising Committee

The following recommendations for the continuation of the co-operative advertising and publicity program to be carried on through The Society for Electrical Development were presented for executive approval.

(1) Your advertising committee after full consideration and discussion of the plans presented for the year 1927 by The Society for Electrical Development, unanimously recommends the approval of a budget of $166,000 to be expended as follows:

For Cost of Space and Material

$123,500 Saturday Evening Post
Thirteen two color pages over the signature of The Society for Electrical Development.

$9,000 for preparation of copy and art work for the above advertising.

$6,500 for advertising in the Electric Business publications, this advertising to be signed jointly by the participating manufacturers and the Society and to appear as a double page spread in two issues of *Electrical World, Electrical Merchandising, Electrical Record, Electric Light and Power, Journal of Electricity* and twelve times in ELECTRIC REFRIGERATION NEWS.

$2,500 for material cost of preparation of articles for newspapers and magazines.

$2,500 for material in connection with local advertising and newspaper copy.

For Operating Cost

$2,500 for Publicity Department News Service.

$4,500 for services of commercial writer to devote his time to investigation and preparation of articles on commercial applications of electric refrigeration.

$10,000 for supervisor and stenographic assistance.

$5,000 allowance for traveling and other expenses incurred by members of the staff of the Society attending meetings, conferences and conventions in the carrying out of the program.

(2) That the Advertising Committee of the Electric Refrigeration Council and the Advertising Committee of the Electric Refrigeration Division of The Society for Electrical Development extend an invitation to the Advertising Committee or Committees of like associations of the Ice Industry to meet together for the purpose of discussing material problems in advertising and publicity to the end that both industries may establish a common bond of interest through the forwarding of sound advertising programs and copy in accord with the ethics of advertising as advocated by the International Association of Advertising Clubs to the end that the dollar expended for advertising by each industry shall be constructive and productive of the greatest good to both industries and the public we serve.

These recommendations have been discussed with the Sales Committee in a joint session and have received the unanimous endorsement of that committee.

Signed, Advertising Committee,
H. W. Foulds, *Chairman.*

Ruoff Joins Savage Arms

Frank Ruoff resigned as New York Manager of the Nizer Corp., Aug. 15, to become sales manager, of the electrical department, Savage Arms Corp., Utica, N. Y. He has been succeeded by Frank B. Sites, former Philadelphia manager of Nizer.

Terry Moves to the South

C. E. Terry who has been assistant district manager of the Nizer Corp. in the eastern district, is now sales manager of the southern district.

H. W. Foulds Adv. Mgr. Servel Corporation and Chairman Advertising Committee Electric Refrigeration Council

Dobbs Enthuses Men at Waldenwoods

(Continued from page 1, column 3)

periences, his relations with the ice industry in which he is financially interested, his new connection with electric refrigeration as a member of the board of directors of the Electric Refrigeration Corporation, and his contact with the Associated Advertising Clubs of the World. As an example of co-operation, he recalled an event during the war in which a Jewish rabbi, a Catholic priest, a Baptist minister and a Methodist layman all talked to the soldiers from the same platform.

Selling is Simply Education

Being interested in both ice and electric refrigeration industries, Mr. Dobbs was outspoken in his views of the attacks which have been made by a group upon the other in various localities. As a sample of constructive methods which should be adopted, he pointed out that his ice company has recently invited the Leonard Company to send a man to show them how to sell ice boxes and to teach the people how to use ice.

"Selling electric refrigeration," he said, "is simply education, and a salvation of this country lies in educating the public to better living. Selling electric refrigeration offers the opportunity to educate the public to better food preservation."

Electric Refrigeration Wakes Up Ice Men

"Electric refrigeration," he continued, "has waked up the ice industry. Two years ago anyone who suggested that the ice companies sell ice boxes would have been thrown out of the meeting."

Taking up the subject of cooperation Mr. Dobbs hearked back to a meeting of advertising men in Louisville many years ago, where a note of seriousr.ess was thrown into an assembly previously dominated by buffonery. A movement was started to rid advertising of fake and untruth. Small beginnings back in 1909 are now bearing fruit and business may use advertising to go into the homes and many present its story with a degree of real confidence. The change in the public opinion of advertising is exemplified by the fact that 61 colleges have established regular courses in advertising.

We Can Learn From Each Other

Commenting upon the present free exchange of ideas in the field of advertising he recalled an experience with an advertising man during the early days of the movement to clean up the business by co-operative methods. He had urged this advertising man to give of his time and ability for the good of the business as a whole, by attending a coming convention.

"Why should I give others the benefit of my 25 years experience and thereby train up competition for my own services?" asked the advertising man. To which Mr. Dobbs replied: "Did it ever occur to you that you might *learn* something from others at the convention?"

"By substituting the constructive thought of cooperation for the more selfish viewpoint" Mr. Dobbs said, "we may learn from each other in the broad spirit of cooperation and fellowship, how to go out and sell the new idea in food protection to the American public."

Knocking Salesman a Disgrace to Business

Commenting upon the folly of knocking competition, Mr. Dobbs told of a salesman who called on him and attempted to sell his machine by talking about the defects of another make. As a result of the interview, he bought the competitor's refrigerator. He makes the assertions that "A salesman who cannot sell his product without danming the other fellow's is a disgrace to the business,."

"Electric refrigeration" said Mr. Dobbs in concluding his talk, "promises to prove a boon to future generations. There is no higher calling than the business of contributing to the happiness and comfort of the citizenship of this country.

"Nationalize the local work and localize the national work"—slogan of the Camp Co-oporation VI.

Goodwin Outlines Plan for Electrical Promotion

(Continued from page 1, column 2)

Mr. Goodwin explained the reasons for the calling of conferences of representatives of Electrical Leagues at Association Island, the first of which was held in September, 1922. He outlined the formation of the Electric League Council and the decision to endeavor to work out some plan whereby national and local cooperative market development work might be tied in so that the mass effort of the industry would be available when necessity arose to carry through programs emanating either nationally or locally, which would be of benefit to the industry and to the public.

Mr. Goodwin dealt at length with the weaknesses of the cooperative structure of the industry as it existed today and showed how by putting into effect some plan, such asthe Market Development Plan suggested by the Leagues, would overcome many of the difficulties now experienced by the organizations themselves, and at the same time would make it easier to obtain financial and moral support for worthwhile programs. He stated that the experience gained by the conduct of the electric refrigeration program has aided the Society materially in working out the larger program, and paid a tribute to the executives who had shown so much foresight and to the members of the various committees who had worked so whole-heartedly to make their cooperative effort effective.

At the meeting previously mentioned at Association Island some 77 local leagues out of a total of 140 now in existence were represented, and the Market Development Plan was approved in principle. It is now necessary to explain all of the details of the plan to the local organizations and to sell them on the desirability of getting them actively to work to getting it over.

"We have promised Mr. Crouse to start immediately in an effort to organize the 81 cities having a population of one hundred thousand and over," said Mr. Goodwin, "and while not minimizing the task, we believe that with the cooperation of the refrigerator men through their branch offices, the task is not insuperable as in 58 of these 81 cities, there is also some local form of organization. The plan itself is effective as of January 1, 1927, and the ensuing three and a half months will be devoted to the field work previously outlined."

Manufacturers Meet at Waldenwoods

(Continued from page 1, column 5)

Conference with Ice Industry Proposed

The need for a better understanding between the ice industry and the electric refrigeration industry was discussed and a resolution unanimously adopted that the advertising committees of ice industry associations be asked to meet the advertising committee of the Electric Refrigeration Council at a time and place suitable to all. An invitation was extended by Mr. J. Robert Crouse, to both groups, to hold the meeting at Waldenwoods in October.

Norwood Weaver, advertising counsel for The Society for Electrical Development, outlined the plan for next year's national advertising. H. W. Foulds was elected chairman of the advertising committee. He presented the plan for the 1927 advertising program for discussion.

At the dinner meeting on Saturday, the Reverend Dr. Stalker, Pastor of the First Methodist Church, Ann Harbor, addressed the delegates. He gave a number of homely instances out of his own experience which showed what can be done by working together.

On September 12, the executive committee convened to receive the reports of the various sub-committees. After discussing the program as suggested for next year, as outlined in the resolutions offered by the advertising and sales committees, it was decided to leave final decision until the next meeting to be held the latter part of October.

Central Station Relations Discussed

Alex. Dow, president of the Detroit Edison Company explained electric refrigeration activities in his own company and showed how the manufacturers could aid the central stations in serving the public. He felt that the refrigerator manufacturers should not look to the central station to provide expert service, although he believed that all would be able to make minor adjustments.

Earle E. Whitehorne, commercial editor of *Electrical World*, addressed the conferees at luncheon on the subject, "Looking Ahead." In a very graphic manner Mr. Whitehorne showed how necessary it is for the manufacturers of electrical refrigerators to understand and work closely with the central stations.

Dow Discusses Public Good-Will

(Continued from page 1, column 1)

appreciate some service given. While it was not a large number out of the total, he felt that when women go to the trouble to write a letter, there is a real appreciation of the company's service. Sometimes women customers are unreasonable in their demands, but again it is necessary to see the woman's viewpoint. As one woman said who wanted new lamps free, "I'm not going to pay for lamps that my husband breaks by using them in the garage."

"The most promising thing for the electric light companies today is the development of the electric refrigerator," declared Mr. Dow in conclusion. "If you run into anything in our company which appears to be a prejudice, try to formulate it and bring it to us.

American Electrice Production to Be Increased

The American Electrice Corporation announces that production of electrical refrigeration units will be up to fifty per day by November 1. The new assembly building at Belding, Michigan, will be completed October 10. The Electrice Corporation owns the Belding Hall Company, the second largest manufacturer of cabinets in the world. The Belding Hall Company has been in business for over forty years.

Trade-marks AUTOMATIC SERVEL REFRIGERATION Reg. U. S. Pat Off.

All year round!

From the beginning, Servel has held that electric refrigeration could be sold all year round; Servel has applied selling pressure all year round. Its backing of its dealers has not been confined to the high spot months, but continued during all the other months.

This fall, again, Servel's national magazine advertising is proceeding without a lull. Full pages in the entire list. Full pages in color. And every month.

The supply of literature is increasing, rather than decreasing. A new edition of "Servel Coldery." A new and most complete architects' reference book. A new series of four direct mail pieces. And more.

There is big business to be done this fall, and again at Christmas. Servel dealers have the benefit of Servel selling all year round.

THE SERVEL CORPORATION
6134-65 51 East 42nd Street, New York

CHICAGO BOSTON DETROIT MINNEAPOLIS SALT LAKE CITY DENVER
ATLANTA SAN FRANCISCO LOS ANGELES SEATTLE DALLAS

London, England: Servel, Ltd.
Factories: Evansville, Ind. Carteret, N. J. Newburgh, N. Y.

Direct Letter, Offering Booklet, Brings Many Replies and Sales

New York and Queens Company Gets High Percentage of Returns—1319 Electric Refrigerators Sold in One Year

By R. W. T. Ricker

In the short space of a year the New York and Queens Electric Light and Power Company has sold 1319 installations, of which 1187 have been put in operation. They are now installing about 50 per week. Both household and commercial types of machines are sold by the company but the preponderance of business has been in the household refrigerator, probably due to the residential nature of the area they serve, Frigidaire, Kelvinator, and Servel are the three types of machines offered and are placed in service for an initial payment of 10 percent of the total cost, the remainder being paid at the rate of 4 percent per month This method spreads the payments over a period of two years and is particularly attractive to the customer because no interest or carrying charges are added.

Four service men attend to the servicing of the installations and answered 2754 calls in a year. A large percentage of these calls were for adjustment of newly installed equipment rather than for any failure of a mechanical or other nature.

"Dainties to a Queen's Taste" —booklet which attracted women prospects

The New York & Queens Company with offices in Long Island City, serves 110 square miles in one of the more densely populated sections of Long Island. 5000 of their customers were selected as a preliminary list to be circulated with a 4 page folder letter.

Letter Brings 10 Per Cent Replies

The inside, or center spread of the letter contained a cut of an electric refrigerator, together with several recipes for frozen desserts and the information that the company sold and serviced several leading makes of electric refrigerators. A return card was sent out with the letter on which the customer might request a copy of a booklet, "Dainties to the Queens' Taste," and also further information on the subject of electric refrigeration.

500, one in ten, of the cards were returned within the space of a few weeks, and of this 500, fifty (again 1 in 10) were sold electric refrigerators! As the old epitaph so tritely stated, "that's quite a record for this vicinity."

L. J. Montgomery, assistant general sales manager of the company, admitted that such a return far exceeded their expectations. He attributed it to the tremendous interest in the subject rather than to any extraordinary excellency of the letter as a selling vehicle. Other letters were sent out subsequently and replies poured in so fast that the company temporarily discontinued this method of solicitation until their sales organization could be augmented to meet the demand of their customers.

Letter Which Brought Results:

NEW YORK AND QUEENS
ELECTRIC LIGHT AND POWER CO.
BOROUGH OF QUEENS
CITY OF NEW YORK

Dear Mrs. Housewife:

Many, many housewives—all over the country—are letting a mistaken idea keep from them one of the greatest of modern housekeeping helps.

The help is electrical refrigeration—the mistaken idea that it is both impractical and expensive.

BUT IT IS NEITHER—it is both extremely practical and effective and effective and remarkably reasonable in cost. AND WE CAN PROVE IT, if you will let us.

Enclosed you will find a return mailing card. Just fill in on this card your name and address and we will send you complete information about the various types of installations and what they can mean to you.

Mail the card—it will cost you nothing, and—we dare say—surprise you greatly.

Sincerely yours,
CHAS. A. BARTON,
New York & Queens Electric
Light and Power Company

P. S.—To every one who sends in the enclosed card we will send, absolutely free, a copy of a *new* "Book of Delicacies."

Customers Invited to Neighborhood Display

Another method employed by the company to create interest in electric refrigeration and to promote the sale of refrigerators is to rent a store in some location central to a group of their subscribers and to stock it with several sizes and makes of electric refrigerators. Letters are then sent to all customers in the immediate vicinity, informing them of the fact that the machines are on display at such and such an address, and inviting the subscriber to visit the store. They are thus given an opportunity to see electric refrigerators in actual operation and to ask any questions regarding the subject. Considerable interest has been built up in this manner and resultant sales have proven the soundness of the idea.

Mr. Montgomery is enthusiastic over the reception accorded by their subscribers to this important branch of their business and admits that so far they have but scratched the surface.

Graham Goes to South America

E. A. Graham, of the Servel Corporation, left New York Saturday, Sept. 25, on the S. S. Southern Cross to spend several months in South American countries investigating the electric refrigeration market.

Rochester Jobber Becomes S. E. D. Director

Bernard E. Finucane, general manager of the Rochester (New York) Electrical Supply Co., has been elected a member of the Board of Directors of The Society for Electrical Development to succeed N. G Harvey of the Illinois Electric Co., Chicago, resigned.

URGES FULL USE OF POWER CO. AID

Two Wires Going to Every Home Represent Prior Relationship With the Customer

Referring to a previous statement of J. Robert Crouse in which he summed up the problems of the electric refrigeration industry in the three words: "Personalities, Policies and Patents," Earle E. Whitehorne, commercial editor of *Electrical World* opened his talk at Waldenwoods by calling attention to a fourth "P" namely, "Power."

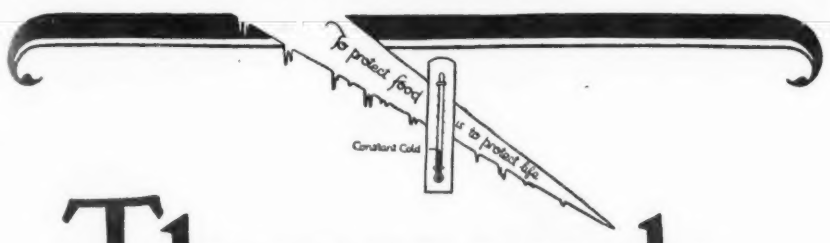
"Two wires must go into every home before you approach it to sell electric refrigeration," Mr. Whitehorne pointed out. "The central station has made a prior relationship with the customer and these two wires may be organized for your sales development, if you have the courage, patience and intelligence to use them."

The central station industry may be said to have been "sired by monopoly and damned by prosperity" but the leaders have come to realize the necessity of competing with other industries for selling brains—the importance of *promotion*, not just protection," he said.

"There remain only about 2,600,000 homes in the country yet to be wired, that is, homes which are accessible to power lines," he continued, "and at the present rate of progress these remaining homes will all be wired within the next year or two. Therefore, the only opportunity for the central station to increase its revenue lies in the increased use of electricity in present homes through the use of additional appliances."

"It has been put up to the sales departments of the central stations by the executives, to do this job," asserted the editor. "You cannot take too seriously the job of seeing that this budding spirit is given the right direction."

One of a Series of Local Newspaper Advertisements Offered by the Society for Electrical Development



Thousands of families now enjoy the advantages of electric refrigeration

you can too

There is nothing new about electric refrigeration except its adaptation to domestic purposes. It has been in wide commercial use for years. The modern, compact home electric refrigerator is but the refinement of the larger industrial types. To make the smaller unit possible, however, millions have been spent for research by the great electrical companies.

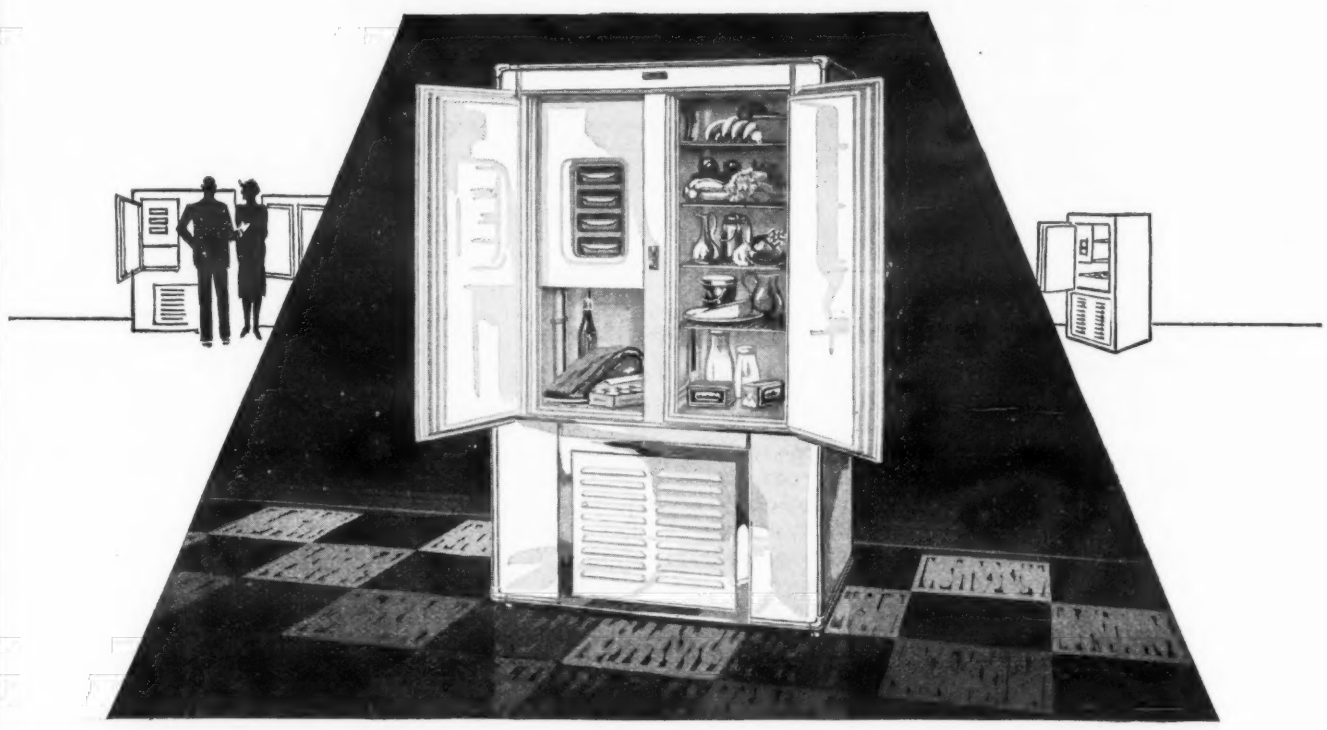
The electric refrigerator today is no longer a luxury but a convenience that is well within the means of everyone. It has proved practical in hundreds of thousands of homes throughout the United States. Families everywhere find it more economical than any other form of refrigeration. Their operating cost are lower—as an electric refrigerator uses no more electricity than an ordinary 60 watt lamp—(only a few cents' worth a day.)

Thanks to the *constant* dry cold, possible only with electric refrigeration, these people furthermore waste less food and experience less sickness than families who lack this advanced development in food-keeping.

Come in today and learn how easy it is for you to enjoy the many advantages of electric refrigeration. Prices are moderate and terms can be arranged so low that you will never miss the money.

Your Name Here

Electric Refrigeration
-- A WAY TO BETTER LIVING



BUILD

for Years to Come

The confidence of your public can only be won and held through the sale of appliances that *invariably* give long satisfaction—Kelvinator, for example.

KELVINATOR CORPORATION, 2051 W. Fort Street, Detroit, Michigan
Division of Electric Refrigeration Corporation
Branches: New York Chicago Boston Detroit Atlanta Baltimore
KELVINATOR OF CANADA, LIMITED, 1151 Dundas Street East, London, Ontario

(294)

Kelvinator

The Oldest Domestic Electric Refrigeration

"Better-Always-Better"

ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Electric Refrigeration Industry

PUBLISHED EVERY TWO WEEKS

818 West Hancock Avenue, DETROIT, MICHIGAN
Telephone: Glendale 5000

NEW YORK OFFICE: 522 Fifth Avenue
Telephone: Vanderbilt 8400

Subscription price: 50 cents per year Three Years for $1.00

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R. W. T. RICKER, *Contributing Editor*

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OCTOBER 6, 1926

Pirating

A new and expanding industry is naturally confronted with the problem of getting men—men who already know what to do and how to do it. A new company, a new product, no organization, no distribution, everything to be done, is a sufficient combination, indeed, to start a pirating operation.

With electric refrigeration traveling the fast pace it is today, with management under pressure to show results to impatient stockholders, with big interests entering the field determined to find a place in the front ranks—these factors necessarily put a premium on the men who know the business. The older organization with its crew of trained men, brought up to a point of efficiency at the cost of much labor and money, may be righteously indignant at the forays of the predatory newcomers. When key men are picked off the loss means new worries and anxieties to a busy management. The problem of replacement is not always easy. There is the threat of a further loss of customers, or other assets which are, to some extent, jointly owned by employer and employee.

There is also a loss of pride. Taking away a man, known to be important because of his responsibilities, conveys the suggestion, at least, that the previous employer did not properly appreciate or compensate his services. In fact, the new bidder may be paying too much, but that cannot be determined until later. The whole situation is disturbing and offers a temptation to reprisals of one kind or another.

From the viewpoint of the employee, a reasonable competition for men is stimulating. It indicates an industry of opportunity. Recognition and promotion do not depend on death and retirement. There is an incentive to give a full measure of service, even in unhappy surroundings. Men of superior ability, who find themselves pocketed, are encouraged by the realization that there is a way *out* if *not* up.

There is much to be said on both sides and the experience of other industries provides valuable lessons. This much would seem to be a constructive suggestion: The success and security of a company or an industry is greatly enhanced when it accepts the responsibility of training its own personnel and seriously endeavors to provide for the continued growth and advancement of its individual members.

Business Moving Toward Co-operation.

"Our business men have carried to new frontiers the philosophy of individualism, which preserves initiative and safeguards the individual. Today business organization is moving strongly toward co-operation. There are in the co-operative movement great hopes that we can even gain in individuality an equality of opportunity and an enlarged field for initiative, and at the same time reduce many of the great wastes of over-reckless competition in production and distribution.

"Co-operation in its current economic sense represents initiative of self-interest, blended with a sense of service."—Herbert Hoover.

Editorial Aims of Electric Refrigeration News

To encourage the development of the art.

To promote ethical practices in the business.

To foster friendly relations throughout the industry.

To provide a clearing house for new methods and ideas.

To broadcast the technical commercial and personal news of the field.

THE BUSINESS MAN AS AN AUTHOR

Forbes Says He Is Realizing Importance of Spreading Understanding

Have you written a book or made a speech? If so, tell Electric Refrigeration News. No doubt several interesting volumes *will be* written by or about men in this remarkable industry after the smoke of battle has cleared away. Just now history is being made, but those who are adept at writing biographies might well be taking a few notes about the activities of certain men who are in the front lines of electric refrigeration — J. Robert Crouse, E. G. Biechler, A. H. Goss, H. G. Scott and others.

"American business men, many of them, are becoming authors. They are realizing the importance of spreading among the people a better understanding of themselves, their activities, their organizations, their aims." So says B. C. Forbes in his column which appears regularly on the financial page of the Detroit Evening Times and other newspapers. He asks: "Is it not a healthy sign that business men are thus coming into the open and bringing their operations and their enterprises into the open?"

Continuing his discussion of business men as authors and orators, he says: "A library of no mean size could be filled with the volumes which have come from industrial, financial and other business men during recent years. Most, though not all, of these volumes consist of public addresses made by their authors. And this stream of literature is rapidly broadening."

Among the central station and other electrical men whose works are mentioned in the article are: Preston S. Arkwright, president of the Georgia Railway & Power Co.; Wigginton E. Creed, president of the Pacific Gas & Electric Co.; Arthur Williams, vice-president of the New York Edison Co. Samuel Insull, chairman of the Middle West Utilities Co. and other central station properties; Gen. Guy E. Tripp, chairman of the Westinghouse Electric & Mfg. Co.; Owen D. Young, chairman, and Gerard Swope, president of the General Electric Co.; and Sidney Z. Mitchell, chairman of the Electric Bond & Share Co.

OTHER PUBLICATIONS

Recent Articles Which May Interest You

"The Trade-In—What to Do With It—What to do about trade-in appliances—the question which once agitated the automobile industry—is about to descend upon the electrical appliance merchandiser.

"But as in the case of the automobile, the problem has found its solution in a square facing of the facts and doing something about it. Obviously, if an electrical merchandiser wants to dispose of more new appliances in a market already fairly supplied with those appliances, he must have two things. These are: (1) A product which presents an improvement on the existing appliance. (2) A means of removing the existing appliance from the scene with the least pain."—*Journal of Electricity*, Sept. 1, 1926.

"Electrical Refrigeration—Help It to Help You—By G. E. Durban, Delco-Light Company. "The mechanical refrigeration is so new that no one is able at the present time to determine what the ultimate selling policy should be; I believe that only by public service companies and manufacturers working together, by the fullest kind of co-operation, can we come to a full understanding of the best way to do this tremendous job and to bring the best results both to the public service companies and to the manufacturer." (An abstract of an address before the East Central Geographic Division, N. E. L. A.) —*Electric Light & Power*, Sept., 1926.

"Sells 23 Electric Refrigerators in Two Weeks—Obtaining and working good leads in connection with an attractively arranged electric refrigerator demonstrating room, kept open until ten o'clock each evening, in a campaign conducted by the New York and Queens Electric Light and Power Company is selling refrigerators much faster than the company's service facilities can make the installations."—*Electrical Merchandising*, Aug., 1926.

"Selling Electric Refrigerators And Keeping Them Sold—By. R. L. Parker, General Manager, United Appliance Co., Jackson, Mich., "Maintaining customer satisfaction by the proper installation of machines, thus reducing service to a minimum, is as necessary to sales volume as using all employees as potential salesmen."

"Making a profit on the sale of domestic electric refrigerators is a merchandising task that requires the best selling brains to be found in the electrical industry. Unless a dealer is prepared to put the soundest kind of merchandising thinking behind his effort to sell, install and service the electrical refrigerator, it would be far better for him to keep hands off of this kind of merchandise. To such thinking he must bring not only his own experience but also the experience of others. In this article, a successful seller of electric refrigerators outlines his own experience.—*Electrical Record*, Aug. 1926.

(Continued on page 6, column 5)

SALES OPPORTUNITIES

Distributor and Dealer Connections Desired

Inquiries are being received from companies and individuals in various parts of the United States and in foreign countries, desiring contact with manufacturers. Names and addresses will be furnished to advertisers and subscribers upon request. Please address: ELECTRIC REFRIGERATION NEWS, 818 West Hancock Avenue, Detroit, Michigan, mentioning the number of the inquiry in which you are interested:

Q1: Representative and consultant from the Argentine now in New York and Detroit desires to act as factory sales agent in Argentine, Brazil, Uruguay, Chile and Peru, for manufacturer of electric refrigerators, also motor vehicles.

Q2: German concern desires sole agency in continental Europe for electric refrigerator and other electrical devices for the household.

Q3: Spanish company requests electric refrigeration literature with prices and resale discounts, including information from manufacturers who may not be in a position to make immediate deliveries, but who will enter negotiations for future business. Now handling automobiles and accessories.

Q4: German offering first class references, desires to represent electric refrigerator manufacturer. Will found sales corporation operating in Hamburg and other cities.

Q5: Automobile sales company in Fort Worth, Texas, wants distributorship for household and commercial electric refrigerators. Has sales and service organization and showroom. Prefers to operate as direct factory agent.

Q6: An inquiry from Virginia requests information regarding electric refrigerator for the economical freezing of ice in 300 pound blocks, something cheaper to install and operate than the ammonia brine tank system.

Q7: Individual now in Chicago, desires contact with manufacturer wanting representation in Mexico, as distributor or dealer.

Q8: Boston export company is prepared to organize special department to develop foreign market for American made electric household appliances, particularly electric refrigerators.

Q9: Portuguese mechanical engineer with experience in automobile, railway supply and household appliance fields, desires exclusive agency for all Portugal. Will immediately open a credit with New York bank and order three machines. Has complete organization with showroom on principal avenue, repair shop, dealers and high grade clientele.

Q 10: Canadian manufacturer of household device desires agency for electric refrigerator.

Wichita Dealer Orders Carload

The George Inness Dry Goods Company of Wichita, Kansas, has just placed an order with the American ElectrICE Corp., New York, for fifty machines, making a carload shipment.

WHERE IS WALDENWOODS?

Refrigeration Meeting Focuses Attention on New Cooperative Meeting Ground

Waldenwoods is taking its place as a new shrine of fellowship and understanding for electrical men. What is it and where is it? These questions are being asked throughout the industry by those who have not yet had the good fortune to visit this new and most interesting place which has been dedicated to industrial cooperation.

Physically, Waldenwoods is a farm of 640 acres, partly wooded, with a lake in the center of the area, located about 30 miles northwest of Detroit, Michigan. It is the ancestral home of the Crouse family, three generations having lived there.

The Cromaine Society, a fraternal and business organization founded by J. Robert Crouse and H. A. Tremaine, has invested approximately a quarter of a million dollars in improvements, including a number of beautiful buildings located in the midst of the woods along the shore of the lake. Steps have already been taken to deed the property to a trusteeship to hold in perpetuity for the fostering of the cooperative movement in the electrical, steel and dairy product industries.

The buildings are now equipped to house about 200 men. Large lounge and meeting room, central dining room and kitchen, bed rooms and dormitories complete with baths, all are provided to make the spot an ideal one for both business and play.

Numerous fireplaces built of curious srocks gathered by Mr. Crouse from all parts of the world, are an interesting feature. About the walls are shelves of books, autographed portraits of famous industrial men, inscriptions and plaques—testimony to the spirit comradship, ideals and constructive thought among men.

Waldenwoods is truly a remarkable institution—a strange one, perhaps, to one who thinks of business only in terms of dollars, of competition, of self. The electrical industry, and particularly the electric refrigeration branch, will hear more of Waldenwoods as time goes on.

Looking across the lake from Cromaine Hall

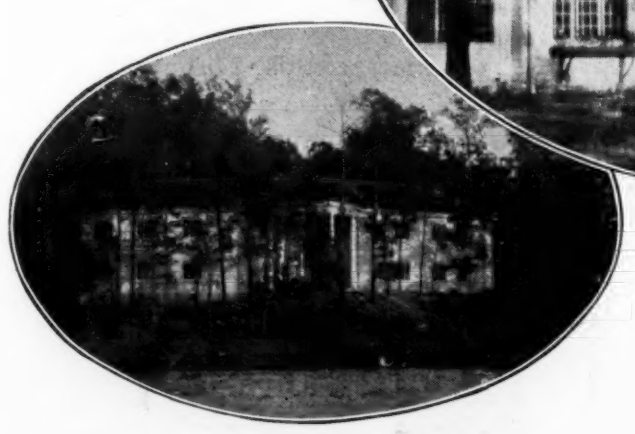
Waldenwoods

Home of the Cromaine Society
"Friendly Association for Whole-hearted Service."

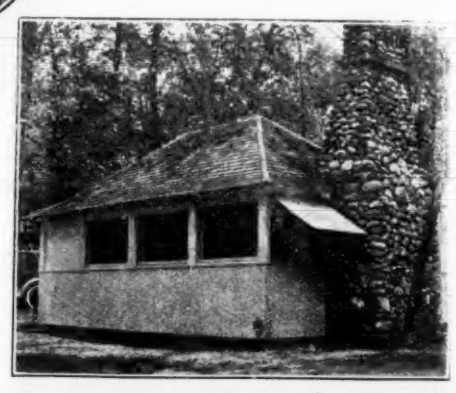
Friendship Hall

Cromaine Hall

Three of the beautifull buildings which provide hospitable comfort to those who visit Waldenwoods Other buildings and rustic cottages spread out this unique camp for nearly a half mile along the shores of Walden Pond



Sunshine Hall



"The Black Cat," where the chef is on the job at all hours

Synopsis of the Plan for

Cooperative Market Development of Electric Refrigeration

By F. M. Feiker, Operating Vice-President, The Society for Electrical Development

Six manufacturers of electrical refrigerators enrolled as members of The Society for Electrical Development in 1925 and for the year 1926, by vote at the Westchester-Biltmore meeting in February, 1926, subscribed in addition to their membership dues of $500, $16,666.66 each.

This total sum of $100,000 was set up to be administered in two parts: (1), a fund for co-operative consumer advertising in the Saturday Evening Post, signed by The Society for Electrical Development. $60,000 was apportioned for this advertising, and a schedule of seven pages was laid out. This advertising program was approved by the Sales and Advertising Committees of the six manufacturers mentioned, namely: the Delco-Light Company, the Kelvinator Corporation, the Nizer Corporation, the Servel Corporation, the General Electric Company, and Copeland Products, Inc.

Of the total amount of $100,000, $40,000 was subscribed for five special pieces of work, (1) research, which has been set up through the Bureau of Home Economics of the U. S. Department of Agriculture; (2) consumer literature, to be distributed through member companies of the Society, both manufacturers, distributors, central stations and dealers; (3) publicity and editorial news service, distributed through the Society's weekly news release to approximately 1,000 newspapers, and special articles in the women's publications, trade magazines, house organs, etc.; (4) the preparation and the dissemination of local advertising copy for newspapers, prepared for the use of distributors, central stations, and local electric leagues (5), an electrical refrigeration poster, prepared for distribution to the members of the Society, and dealers of the member electrical refrigerator manufacturers.

The advertising and publicity program, as outlined, has been reviewed regularly by an advertising committee appointed from the six manufacturers.

Working Organization

Supplementing the special activities outlined above, the Society staff, under the direction of the management, has proceeded to establish also during the year the working machinery for putting such national material to work locally, and in this plan for a cooperative program of publicity, has secured the membership support of several other electrical refrigerator manufacturers.

The working organization for carrying out such an intensive market development program on electric refrigeration has been developed in cooperation with the advisory council of the local electric leagues of the United States and Canada. As a result of this year of intensive organized activity, at a meeting held at Association Island, September 1-4, the electric leagues there assembled ratified the action of their own League Council in recommending a merger between The Society for Electrical Development and the local leagues, which had been approved in principal by the Board of Directors of the Society and the Electric League Council.

By this action, the electric refrigerator manufacturers for the year 1927, have available to put to work locally, not only the instruments of national publicity, but a working organization of 140 electric leagues, 58 of which are established in the 81 cities of the United States of 100,000 population or over.

The management of the Society, under the instruction of the sponsoring director for electrical refrigeration, Mr. J. Robert Crouse, in the light of the conditions as outlined above recommend for 1927 the following program of cooperative market development. This program sets up for its objective the selling of the public of the electrical refrigeration idea collectively, both nationally and locally. It takes advantage of the experience of the last ten months in practical working with the Electrical Refrigeration Program.

Proposed Plan for 1927

(a) It is proposed to set up under the National Market Development Program, an Electric Refrigeration Division of the Society, to include the present electric refrigeration manufacturers and their distributors, the present central station companies, and a selected list of additional manufacturers of electric refrigerators, with the local distributors of these companies.

Fred Feiker who is directing the Society's work on Electric Refrigeration

(b) Carry on national advertising and publicity, research, etc., under the direction of an Advertising Council, made up of representatives of present members and representatives appointed by other manufacturers and by central stations.

(c) A group of local activities fostered by the Electrical Refrigeration Division nationally.

It is proposed to bring together local members of the Electrical Refrigeration Division of the Society and to set up a group of local activities, to be sponsored by the local branch of electrical refrigerator distributors. Where an electric league exists, it is proposed that the local distributors be affiliated with the electric league.

It is proposed that 81 cities be chosen, having a population of 100,000 or over, as the nucleus for setting up an organization of local distributors.

National Activities

Publicity. It is proposed to continue national publicity, which includes a special release on electrical refrigeration, sent out to approximately 1,000 newspapers weekly, the furnishings of facts on electrical refrigeration to financial and trade journals, and the initiation of articles in the woman's magazine field. For the continuation of the work of 1926, the same amount is allowed in the budget. It is recommended, however, that a writer be engaged to prepare electrical refrigeration publicity, and for this an added amount is recommended in the budget.

Research. A research relation has been set up with the Bureau of Home Economies of the Department of Agriculture. Preliminary studies have been carried on by that Department, looking forward to setting up an intensive series of studies which will include not only the work undertaken nationally, but the coordination of work being carried on in the state universities.

Advertising. The present advertising committee, at its meeting in Niagara Falls in August recommended the consideration of thirteen pages in two colors in the Saturday Evening Post, to be run during the year 1927. The recommendations of the advertising committee will be available at Waldenwoods following their meeting. The following general statement of the advertising committee's position may be recorded:

(a) The Advertising Committee recommends that its membership be increased to be representative of all participating electric refrigeration members of the Society. This committee would be appointed by the president of the Society and would include the present members as representative of the six original subscribers to this movement.

(b) The Committee believes in the cooperative work of the Society and recommend the formation of the Electrical Refrigeration Division, along the lines outlined.

(c) The Committee recommends that each of the subscribers put to work in their own advertising the slogans, "To protect food is to protect life," and "Electric Refrigeration—a way to better living." It recommends that these two slogans be fully copyrighted by the Society and to be used only by members of the Electrical Refrigeration Division.

It is proposed to continue the preparation of copy for local newspapers, as in the present plan, this copy for the year 1927 to be designed not only for use of members of the Society, as individual companies cooperating with the idea of selling electrical refrigeration, but that the copy be prepared in such a way that it may be used for collective advertising, to be signed by local electrical distributors, or by local electric leagues as a group.

Administration. Supervision of both the localized activities to be in charge of a staff member of the Society for Electrical Development, responsible to the management of the Society and cooperating with the various committees that may function in the national and local program.

Local Activities

The preliminary Plan Book has been prepared and printed for discussion and distribution at this meeting, outlines the opportunity for local market development. It is proposed after discussion to revise this Plan Book, so that it will express the fact that the Society and the local leagues are in process of being formed into one organization, and setting up the local chapters of the Society with the Electrical Refrigeration distributors, so that they are a part of the great market development organization which the electrical industry has voted for, and will gain in publicity and purpose from being amalgamated with this movement, at the same time being distinctly a refrigeration unit with their own program and their own activity.

There are two needs, first, to provide the man power for organizing eighty-one of the principal cities of the United States, setting as an objective at least twenty-five such cities for 1928. Mr. W. L. Goodwin, operating vice-president of the Society, will take personal charge of this organization.

The second is to provide the local groups with definite material to follow through with in their organization. It is recommended that the organizations so set up have as their objectives (1), regular local meetings; (2), local cooperative advertising tied in with the national advertising.

The manufacturers will supply to the local groups through the Society, first, samples of all material that will come to them as members of the Electrical Refrigerator Division, such samples being paid for by the national fund of the manufacturers; second, the opportunity to purchase at cost in quantity material to be distributed to the consumer.

As a supplementary plan, it is proposed to carry out the suggestion of the Sales Committee of last year, of having an electrical refrigerator month, but instead of carrying this collective local operation out as a refrigeration month, it is proposed to take advantage of the experience of the Society in developing the Community Electric Show, and to set up as an objective, starting in the spring of 1927, twenty or more electrical refrigeration shows, the operating details of which have been thoroughly worked out by the Society and the plan for which can be put into effect as a practical undertaking for a local group of distributors, providing the management and operating expense of the movement nationally be carried as a part of the national promotion expense of the manufacturers of the group.

Three Organizations Join to Form N. E. M. A.

The National Electrical Manufacturers Association is in process of organization as successor to the Associated Manufacturers of Electrical Supplies, The Electric Power Club and the Electrical Manufacturers Council. It will take over as of September 24 the activities of those bodies and will thus represent the organized sections of the electrical manufacturing industry. Frederic Nicholas is executive secretary with headquarters at 30 E. 42nd St., New York.

In the past the different sections of the electrical manufacturing industry have been separately organized in the Associated Manufacturers of Electrical Supplies, representing the supply divisions of the industry, and The Electric Power Club, composed of the apparatus divisions of the industry. The Sections of those organizations will become with little, if any, change the Supply Division and the Apparatus Division respectively of the new Association. These Sections total more than thirty and consist of the manufacturers of specific lines of apparatus and supplies. They are known by their products, as Wire and Cable Section, Motor and Generator Section, Attachment Plug Section, Radio Apparatus Section, Transformer Section, etc.

For some years much of the broader work of the electrical manufacturers' organizations has been conducted through the Electrical Manufacturers Council as the coordinating body acting for its member organizations in matters of common interest.

The activities of the Council, which include the extensive work conducted in matters of codes and ordinances and other regulatory legislation, will be continued through the National Electrical Manufacturers Association.

The new association will conduct more efficiently as a single unit the activities which have been separately directed through three organizations in the past. The change in organization will permit direction by a single Board of Governors in place of the somewhat complicated arrangement under which the manufacturers' organizations have been operating. The new Board of Governors will be composed of representatives definitely selected from the Apparatus Division, Executive Division and Supply Division. There will be one set of officers, instead of three. The Committees will operate directly, and, instead of reporting their work and conclusions to the various member associations for reference to the interested sections thereof they will have the direct contact that a single organization makes possible.

Frigidaire and Delco-Light Business Separated

The formation of the Frigidaire Corporation and the segregation of the electrical refrigeration business from the farm lighting business to the Delco Light Company was announced in the daily papers Wednesday, September 15.

The Frigidaire Corporation, a subsidiary of the General Motors Corporation, will be headed by E. G. Biechler, president and general manager, who will also continue to direct the affairs of the Delco Light Company. The separation of the two enterprises was desirable, according to the announcement of Alfred P. Sloan, Jr., president of the General Motors, because of the great growth of the electrical refrigeration industry and the encouraging prospects for its future. With the completion of the new building at Dayton, Ohio, the Frigidaire Corporation wull have a capacity of 50,000 machines a month. The Delco Light Company will continue to manufacture and sell electric farm light nd power plants and water pressure systems and will be provided with new factory space, leaving Frigidaire the present plant capacity which will cover 53 acres of floor space.

Open to All—

The Nizer Service Correspondence School

Industrial leaders say of electric refrigeration, "In ten years it will out-run the auto industry in profits and in opportunities for its men." Such a vast industry will and must rest on a sound foundation of service.

The whole ice cream industry knows the *regular* Nizer service plan which was organized in 1922. It provides *schools* to personally train the ice cream manufacturer's own men to service his own cabinets—at a great saving to him in money and in time.

Now, to refresh the training of men who have graduated from our regular schools and to extend Nizer service training to others we have developed an additional plan, a correspondence course.

In 24 semi-monthly lessons by mail it covers (1) the theory of Heat and General Refrigeration, (2) the Ice Cream Cabinet—Operation and Servicing, (3) Mechanically Refrigerated Fountains, (4) Commercial Refrigeration.

Salesmen, Executives, Service Men—whether or not they own or operate Nizers—are invited to sign up for this fundamentally important opportunity. There is no fee. This N. S. C. S. (home study course) is of value to the whole ice cream and refrigeration industries—we give it freely for the good it will do.

Write for further information.

NIZER

Reg. U. S. Patent Office

The Pioneer Electric Ice Cream Cabinet

Sold only to or through ice cream manufacturers

by Nizer Corporation, Division of Electric Refrigeration Corporation

Nizer Sales & Service

7424 Mackie St., Detroit
816 Sharples Bldg., Chicago
25 Houston Street, Atlanta, Ga.
306 Perry Bldg., Philadelphia
4003 Wentworth Ave., Minneapolis, Minn.
1 West 47th St., New York
3111 Washington Blvd., St. Louis
701 Pacific Bldg., San Francisco
411 Park Square Bldg., Boston, Mass.
1916 Gorman Ave., Waco, Texas
301 Westinghouse Bldg., Los Angeles, Calif.
Kelvinator of Canada, Ltd., London, Ontario

Copyright, 1926, Nizer Corporation

Uses Radio to Tell Farmers About Electric Milk Cooling

Comparative Figures Given to Show Savings and Increased Revenue Secured by Electric Outfit

William Minot Thomas, special representative of the Servel Corporation, New York, has been using the radio to explain the merits of electric refrigeration to dairy farmers. Following is a talk on milk cooling recently given by Mr. Thomas from station W.G.Y. Other talks on this subject are scheduled to be broadcasted during the coming month.

Better Quality Milk Brings Greater Profits

"The extension of electric power lines far into the rural districts of United States by the modern and progressive light and power companies has brought to the farmer, *particularly the dairy farmer*, many wonderful advantages.

"Electric milk cooling is paramount among these advantages: first, because it results in an over-all operating economy for the farmer; second, because of the increased sanitation it affects. This superiority makes the quality of the milk better and allows the farmer to sell it at a greater profit. Third, because of the convenience which electric milk cooling brings. The dairy farmer is always searching for a convenience which will minimize his labor difficulties.

"You dairy farmers are in a fortunate position. You realize that milk is the best food we have, that there is no substitute for it and that the demand is constant even in times of financial depression. You know that you can usually sell your milk particularly if you are located near a railroad or a large city. You also realize that the salability of your milk depends entirely on the quality of the product.

Many Sources of Contamination

"The one thing that determines the *quality* of milk is the number of bacteria that it contains. Milk as it is secreted from the healthy cow contains practically no bacteria, but it may be contaminated, once it leaves the cow, from any one of the following sources:

"The dust and dirt likely to be floating in the barn during milking.

"The bacteria in the milk vessels and containers. These containers are very difficult to keep clean.

"The bacteria from the milk ducts that are washed into the milk during milking.

"The bacteria from the dirt and filth always clinging to the hairs of the cow that are likely to fall in the milk during milking.

"The bacteria from the hands and clothing of the milker.

"No matter how careful the dairy farmer is, how healthy the cows are, or how modern his equipment may be, bacteria will always get into the milk.

"Most germs thrive best at a temperature of 98 degrees and this temperature is very nearly that of freshly drawn milk. Milk should be cooled to at least fifty degrees as soon as possible after it is drawn. It is still better to cool the milk to a temperature of 40 degrees. While it is true that many of the bacteria found in milk do not develop at all or, at least, very slowly at a temperature of fifty degrees or under, still there are some forms that grow below this temperature. For this reason, the colder that milk is kept, provided it is not frozen, the better it will be.

"Bacteria do not all multiply at the same rate but some of them under favorable conditions multiply as often as every twenty minutes. It is easily seen therefore, that with but a small initial contamination, the bacteria count of a sample under favorable conditions would amount to many hundred thousand.

Milk Should be Kept Between 35 and 40 Degrees

"We are now able to draw a few conclusions: We can not altogether prevent the bacteria getting into the milk. Since the higher the temperature of the milk, the faster the bacteria grow, the only way we can retard their growth once they are in the milk is to cool it as soon as possible after milking to a temperature of 40 degrees or below and keep it there. Milk will start to freeze at 35 degrees and should never be cooled below this temperature.

"An electric milk cooling outfit will, therefore, have to cool the milk *quickly* to allow temperature and hold it there constantly if it is going to perform the ideal results.

"To understand electric milk cooling, let us for a moment consider the fundamental principle of cooling. If a warm body is placed in contact with a cold body, heat will flow from the warmer to the colder until both have reached approximately the same temperature. The rate at which this heat flows depends on the difference in temperature between the two bodies. The heat flows most rapidly when there is the greatest difference in temperature and the rate gradually decreases as the temperatures become equal.

"Let us adopt this principle to the electric cooling of milk on the farm. The cans containing the freshly drawn milk are brought into the milk house as soon as possible after milking. The milk at this time is at a temperature of about 90 degrees. It is placed in a concrete tank in which there are about three inches of sheet cork insulation. The tank is filled with a sufficient quantity of water to come to the neck of the cans when they are all placed in the tank. On the inside wall of the tank there is a coil through which the refrigerant is circulated by means of the electric refrigerating machine. This refrigerant cools the water to a temperature of 37 degrees and then automatically the machine shuts off. Now the warm body (the milk) at a temperature of 90 degrees is placed in contact with the cold body (the water) at a temperature of 37 degrees and a rapid transfer of heat trakes place. The heat passes from the milk to the water until such time as there is a heat balance. This occurs in about an hour when the milk and the water are at the same temperature—fifty degrees. The electric refrigerating machine then starts lowering the temperature of the water to 37 degrees again, thus indirectly lowering the temperature of the milk to forty degrees after it has been in the tank for some time.

The way that the electric milk cooler is going to work out on the farm is as follows: The evening milk will be placed in the cooler about 5 P. M. It will be cooled to about fifty degrees in about an hour. Then the electric refrigerating machine automatically lowers the temperature of the milk to forty degrees sometime before morning, and keeps it there. The water in the other half of the tank is for morning milk and is automatically cooled to 37 degrees. The morning milk is placed in the tank about 6 A. M. and is cooled to fifty degrees in about an hour. This can always be accomplished before time of delivery at the dairy. The electric refrigerating machine is automatic and only runs just enough to extract the heat from the warm milk and water in order to give the desired temperature in the tank and insure perfect results.

Advantages of Electric Refrigeration

"The advantages of an electric milk cooler over ice are that it can cool the milk quicker than ice, to a lower temperature than ice, and keep it at a much more constant temperature than ice is able to do. Then again there is none of the labor that is always necessary with ice refrigeration. The electric refrigerating machine is automatic. But the most important advantage that electric milk cooling brings is the lowering of the bacteria count in milk. Naturally an equipment that cools the milk quicker, and to a lower temperature than ice also retards the growth of bacteria to a much more considerable extent than ice could do. A better quality of milk is produced, certified or grade A premiums are never lost, a farmer formerly producing a lower grade of milk can with but a small initial investment produce a higher grade and secure the additional peremium. This all means increased revenue for the farmer.

"Considering the economics of an electric milk cooling outfit, let us take as a concrete example a six can job for the cooling of evening milk. Most dairy farmers are located in sections of the country where ice can be had for the harvesting. This harvesting of ice costs the farmer about 20c a 300 lb. cake, cut, delivered, stored in his ice house, not including depreciation and repair on his ice house. This latter item of depreciation, maintenance and repair should not amount to more than $50.00 a year for that portion charged up to milk cooling. The amount of ice used for a six can outfit would probably be about two cakes a day (at the time of the year ice is used there is considerable shrinkage). A conservative estimate as to the cost of ice, together with the labor of chopping it and delivering it to the milk house would be about $75.00 a year.

"On the other hand a six can electric milk cooling outfit to perform the same job as the one before mentioned would cost about $400.00 if the farmer furnished the labor for the building of the tank. Balancing the depreciation of the machine against the depreciation of the ice house, and in consideration of the fact that the cost of current would amount to $50.00 a year, the remaining $25.00—difference between the cost of ice a year and the cost of operation of the electric milk cooler—would be more than six per cent interest on your investment. But the real saving comes from the fact that the farmer never misses the premium on the class of milk produced. Suppose the farmer missed the Grade A premium one day a week on the amount of milk in this problem, there would be a loss of over $104.00 a year.

"In considering electric milk cooling for the farmer, there is little doubt that in the very near future it is going to be an almost indispensable part of his equipment.

"WGY will have available for all dairy farmers a limited number of copies of a booklet entitled "Better Milk" which they will be glad to send to anyone interested in this subject. The booklet is very instructive and I believe will prove helpful to anyone producing Certified, Grade A or Grade B Milk on a commercial basis."

If an Employee Errs, Talk to Him Privately

Even when a man is foolish, you cannot tell him before strangers, you cannot telephone him or write him. Talk to him privately. A man who is reprimanded in public has a right to make an appeals to a higher officer. Alex. Dow

Tell 'Em

A country lawyer who had long been successful in winning verdicts was asked by a younger member of the bar how he was able to convince his jury in every case. He replied:

"First I tell 'em what I'm *going* to tell 'em.

"Then I *tell* 'em.

"Then I tell 'em what I *told* 'em."

After all the advertising which has appeared in the newspapers and magazines during the past year, one might assume that everybody ought to know about electric refrigeration.

Judging from the questions asked by men and women who have been interviewed on the subject as detailed on page 8 of this issue, it would appear that the great majority of people are in the first stage of the story above—they feel that they are *going to be told* about electric refrigeration.

The next job is to tell 'em.

Sometime later the business may reach the stage when it may tell 'em what it has already told 'em.

San Ford Changes Name to Sanitice

On October 1st, the San Ford Automotive Products Corporation will change its name to The Sanitice Corporation. The company has been doing experimental and development work on an electric refrigerator during the past year and a half, and expects to get into production within the next two months. They have been manufacturing and selling the "Liberty Light" Farm Lighting Plant for the past three years. Francis T. Sanford is president.

STORM DOES NOT BALK FLORIDA DEALER

Looks Over Wreckage and Wires Order for Immediate Delivery

With all the havoc of the recent Florida hurricane to discourage local merchants, it might be expected that they would want to avoid all possible obligations and take some time to get their bearings. Not so with the Domestic Engineering Company, Sarasota, Florida, distributor for the American ElectrICE Company in the Florida territory.

Tuesday, the day after the storm, they wired an order to the American ElectrICE Corp. for ten machines for immediate delivery. With the indomitable spirit shown by such quick action, the reconstruction of the devastated area on a larger and more secure basis may be expected.

It was such a spirit which lead to the immediate rebuilding of San Francisco after its disastrous fire. "Bill" Goodwin, one of the outstanding personalities in the electrical industry today, was an electrical jobber in San Francisco at that time. With everything wiped out by the fire, including books and records, he wired a manufacturer to duplicate every shipment which had been made for two years past. When the rebuidling started, Bill had carloads of wire and supplies on hand, ready to meet the demand.

Other Publications

(Continued from page 4, column 4)

"What the Dealer Wants to Know About Electric Refrigerator Merchandising—Some of the considerations which require examination before the dealer enters a new sales field which offers him large opportunities if he is equipped to take advantage of them.

"Yesterday the domestic electric refrigerator was a laboratory experiment. Today it is one of the most popular, if not the most popular, electrical appliance for the home. Yesterday it was looked upon skeptically by the woman in the home. Today she wants it almost as eagerly as she wants her own motor car. This popularity continues to increase. During the past year the production of electric refrigerators and units has made rapid strides. Manufacturers whose market is already established are reforming their dealer and distributor organization. The new machines coming on the market also offer attractive merchandising opportunities. It is not surprising that many a dealer is asking himself:

"Shall I take on a line of electric refrigerators? If so, what line? How can I estimate the potential sales in my territory? Can I make a success with electric refrigerators at least in proposition to my success in merchandising my established lines of appliances? Would an electric refrigerator line actually be an asset or a liability to my business?"—*Electrical Record*, Sept. 1926.

"Financing All Retail Charge Accounts is Predicted—Clifton Tells Credit Men Installments May Lead to New Method—Terms Now Run to 24 and 30 Months—Several Methods Outlined at National Association Sessions."

"With the continued growth of installment sales the time may come when all charge accounts will be handled by finance companies, R. H. Clifton credit manager of the Arthur Ramage Company, Oakland, Calif., predicted in his address before the Retail Credit Men's National Association, meeting in convention here.

"The speaker showed that the installment business has made it necessary for the finance company to enter the retail field and help out with accounts of this character."

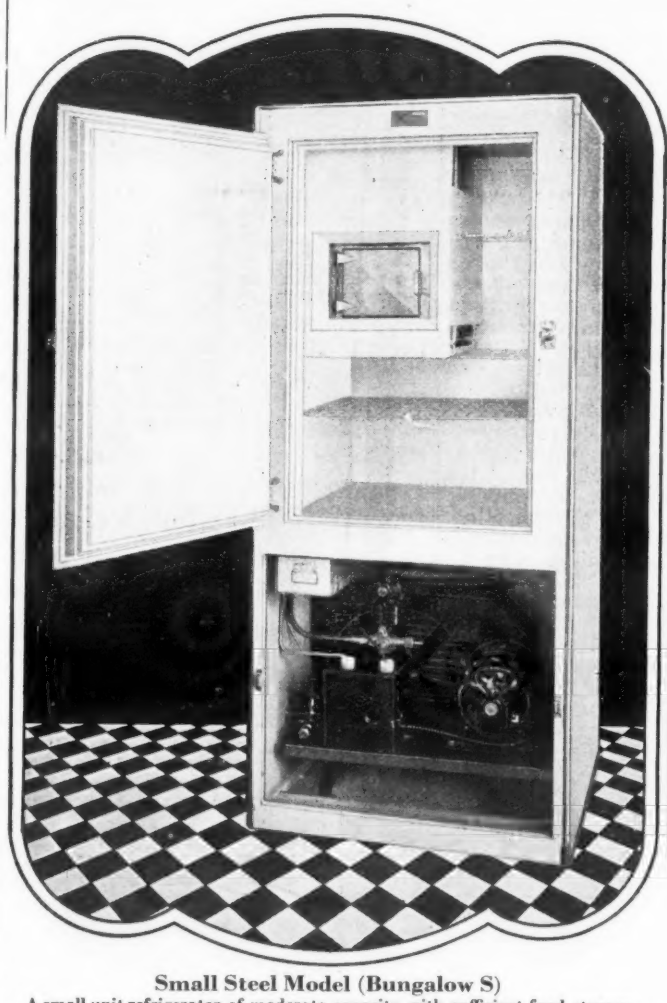
—*Retail Ledger*, Sept. 1, 1926.

"Are the Costs of Distribution Really Too High?—By Edmond E. Lincoln, Chief Statistician, Western Electric Co. Distribution deals more and more with the consumer as an individual. The higher our standard of living, made possible by greater efficiency in production, the more we demand quality and service, rather than merely price."—*System*, Aug., 1926.

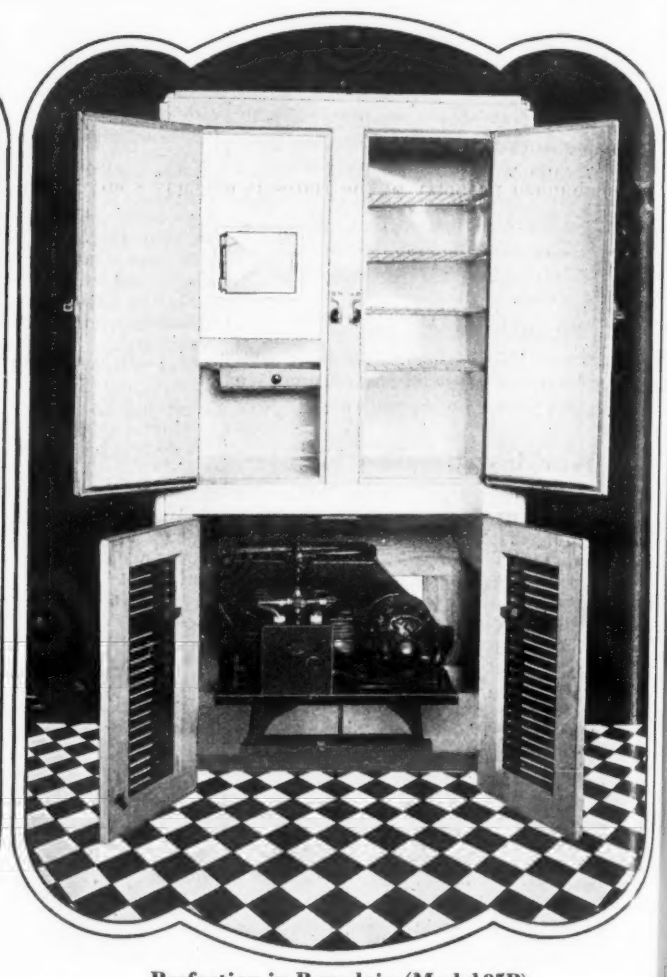
"The Advertising Appropriation as an Accounting Problem—Two types of graphic control to show status of appropriations at any given time" by C. B. Larabee—*Printers' Ink Monthly*, Sept., 1926.

"The Sales and Advertising Value of the Home Economics Woman—Told in terms of specific experiences." By Winifred Stuart Gibbs, editor of The American Food Journal—*Printer's Ink Monthly*, Sept., 1926.

HOME-TESTED for four years



Small Steel Model (Bungalow S)
A small unit refrigerator of moderate capacity with sufficient food storage space for the average home or apartment (6.5 cu. ft.)



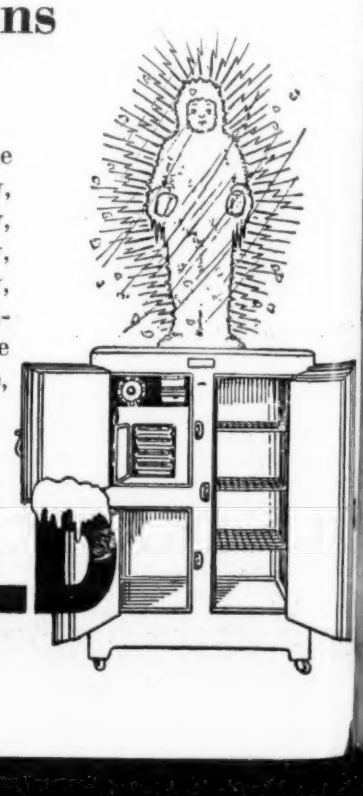
Perfection in Porcelain (Model 85P)
Of convenient size. A unit refrigerator built for life-time service, yet costing no more than similar models with plain steel exterior (8.5 cu. ft.)

Featured by Western Central Stations

Steel models for remote and unit installations and multiple control hook-up

Scores fewer parts than any other machine we know of gives Electro-Kold a simplicity which makes for greater dependability.

This is an outstanding factor in its success in the West, the only territory where sales have been developed. Here Electro-Kold is the electric refrigerator featured by more central stations than any other. By such companies as the Southern California Edison Company, the Pacific Power & Light Company, the Northwestern Electric Company, the Mountain States Power Company, the Washington Water Power Company, and many others. Made by the Electro-Kold Corporation, Spokane, Washington.



ELECTRO-KOLD

The Simplest Electric Refrigerator

How Co-operative Advertising Can Sell the Idea to the Public

Analysis of Mass Selling Methods Applied to Electric Refrigeration —Strong Appeals to Prospects

By Norwood Weaver, Advertising Counselor,
The Society for Electrical Development

"Any attempt to build a policy for advertising the idea of electric refrigeration must start with some thought about *who* is going to do the talking in the advertising, *why* they do it and then at a later point in this meeting we can discuss perhaps more clearly *how* they do it.

"You have asked the Society for Electric Development to talk for you to the public about the service of electric refrigeration. The Society is not *in* the electrical business but is *part of* the electrical business. The Society's function in relation to industry becomes clear with a little thought about some of the most important problems the Industry faces.

"Since its beginning—scarcely more than a quarter of a century ago—the electrical industry has justified its tremendous growth by its tremendous service. That service has changed not only our way of living and working, but it is on the road to changing our lives themselves. We are actually becoming a different race of people very largely because of the fundamental service of electricity. But as a business from which a steady profit must be made, and as a business that has already made such progress that it cannot afford to slacken its momentum, one thing is becoming increasingly clear to the Industry's leaders.

Quotes Insull on Greatest Need of Electrical Industry

"A number of statements from these leaders might be cited but their common thought could be condensed up in the words of Mr. Samuel Insull, spoken last Spring at the N. E. L. A. Convention. In closing his address, which was recognized as giving the keynote of the Convention, Mr. Insull said;

The greatest single need of the electrical industry is that we put engineering thinking into electrical sales.

"What did Mr. Insull mean by that? Did he not mean this? The genius of the inventor and the technical skill of the engineer have created a mechanical property for the electrical industry, real estate, buildings, machinery and plant, that bids fair to outrun the demand placed upon it by the consumer. And not alone is this true but engineering thinking applied to the mechanical property of the Industry has plans already completed for a still greater expansion that must be made unless the Industry's momentum is to slacken. The economic force of this situation lies back of Mr. Insull's conviction that the solution to this problem lay in putting engineering thinking to work in increasing the public consumption of our products. As this is done the engineering method of attack will certainly set up as one of its first objectives that goal of its effort which has meant most to the industry.

"The mechanical side of the industry has grown steadily towards mass production. This growth is based on two fundamental principles—increased efficiency and decreased waste. In these two principles are the starting point of the first vision, and now, the practical accomplishmnt of interconnected power. And it is the tremendous service possibilities of interconnected power which caused Mr. Insull to say that we should make haste in bringing up consumption to match production.

Opportunity to Engage in Mass Production of Sales

"It is in relation to this industry-wide condition that we begin to see practical reasons for the function of The Society for Electrical Development. The understanding of that function is not wide spread but the more or less vague appreciation of the need for such work as the Society can do is prevalent in almost every branch of the industry. The function of the Society affords an opportunity for the Industry to engage in *mass production of sales* as paralleling mass production of current and products.

"What is meant by mass production of sales? Simply this: There are two forms of competition—the first the oldest and the best known—the competition between individual companies and invidual trade marks; the second, almost as old but until recent times scarcely thought of, the competition between industries themselves for a place upon the budget of the consumer. The appeal of the service or usefulness of one industry's products may, oftimes, act as a bar to the consumer's decision to buy the products of another industry. Every individual company in any industry can compete with other companies within that industry only after the consumer has made up his mind that he wants the service of that particular industry.

"In mass production of sales the competing firms within an industry can unite a part of their sales energy on the same principle that is basic to interconnected power. These small parts of the sales energy of each competing company gather together make a great force. This force can be expended with cooperatively to make a place on the consumer's budget for the products of contributing companies. This does not necessarily mean a squabble between industries. It can and actually is meaning a larger market for all industries.

"Increased demand means increased production. Increased production means greater earning power and the circle of goods and dollars grows.

"Industry in general, as well as the electrical industry, is in the unusual position of having created a machine to produce goods that is greater than the demand for those goods. The problem for Industry in general—and your own industry—is to increase human wants and desires for products so that our industrial machine can be kept profitably at work. The mass production of these human wants and desires is one of the first and most important steps in increasing sales efficiency and decreasing sales waste. These are the underlying reasons why the Society should function for the electrical industry in the mass production of consumer desire for the industry's products.

Selling the Idea of Electric Refrigeration

"Now what shall the Society say in its consumer advertising about the subject of electric refrigeration? The answer to this must come back as was pointed out at the beginning—the question of who is doing the talking. The Society is not engaged in trade-mark competition; it is engaged in industrial competition. It is not selling the trade-mark; it is selling the *idea*. It is not differentiating one machine from another; it is differentiating the idea of electric refrigeration in its appeal on the consumer's pocketbook from the appeal of all other products tugging away at these same purse strings.

"Hence it is apparent that the Society cannot talk technical details of any one machine. It cannot even make the attempt to talk the technical details of electric refrigeration in general. It would have to talk about several different schools of engineering and immediately put itself in a position that would defeat its purpose in your behalf. Technical details belong only to the talk of an individual company's salesman as he makes a sale in the home or demonstrates in the shop. Technical details are by their very nature sales ammunition in your competitive selling with one another. This seems then to dispose of the first possible subject matter for the Society's advertising; the Society cannot undertake to tell the public what electric refrigeration is.

Two Appeals: What Electric Refrigeration DOES What Electric Refrigeration MEANS

"Two other general fields remain: First: what electric refrigeration does. Second: What electric refrigeration means. The first is a question of ideas and feelings.

"In our advertising work up to this time we have chosen primarily one basic fact out of the first class. We have tried to concentrate primarily on telling the public that electric refrigeration protects food as nothing else can protect it, and the meaning of this we have summarized in the phrase; "To protect food is to protect life."

"I have had a growing belief, however, coming out of our several critical discussions that any feeling of inadequacy was due to the limitation of form of advertising.

"At our last meeting you kindly gave me carte blanche to start at this thinking afresh, and out of the study I have made in the meantime some other definite conclusions about the policy we should adopt in our next series of advertisements. This new policy is really based on the character of the subject of electric refrigeration itself and the difference in viewpoint between the old policy and the new one can be made clear by citing a subject that is different in its policy from electric refrigeration.

"For example, copper gutters on houses —the primary appeal here is that it endures. There is no social distinction in having copper guttering—there may be the faintest trace of pride of ownership. Copper guttering has no particular importance in the protection or saving of life; can be in no way regarded as a way of living. Copper guttering is just interesting to the consumer because it endures.

Sales Usually Closed by Stressing One Appeal

"But here on the subject of electrical refrigeration we have a lot of handles to our skillet. Questions asked the men who are selling refrigeration by word of mouth are enough to show that it is their constant effort as they start their sales talk to find out certain things about the customer and the prospect, which would serve to guide them in choosing that particular appeal of electric refrigeration that would best suit that particular prospect. Sometimes it takes a good deal of fishing and sometimes it comes quickly. But usually the sale is closed by stressing one or another particular appeal.

"These appeals may seem quite trivial as in the case of the woman who apparently was sold her electric refrigerator simply because she could make colored ice cubes with it or the appeal may be made to be very sincere and deep feelings about the protection of children which causes some parents to make a real sacrifice to get one. In other words there are a good many facts of appeal to this subject and while we may be convinced that the realest one of all is the protection of food, in actual practice of selling and in actual thinking that leads to buying there are a number of other factors that to this or that prospect are of first importance.

Food Protection a Strong Appeal to Families with Children

"Let us list those major ones. They are familiar to all of you but let's consider them. Protection of food. This makes a very strong appeal to thousands of people and it is particularly important with relation to health of children. Children are much more important than ourselves and their protection is a deep instinct in us. But a great many families have no children and since they have lived long with what they regard good food out of good ice boxes they are not going to get particularly excited over this one appeal.

"But this same family might be very susceptible to the idea that electric refrigerator is the modern thing to have in their home. This idea of being modern is really a social instinct of keeping one step ahead of the herd. It is the other side of the penny keeping up with the Joneses and this one appeal of social prestige aroused by the ownership of an electric refrigerator reaches forward and back in both classes as an important matter.

"The question of having electric refrigeration as a symbol of social position might be entirely secondary, although present, as an appeal to another family in which the woman did all the work and took care of the children and was of a natural diligent character in doing away with dirt. This family by no means need be a poor family. They may own a car, go to the theatre and have a good many very real luxuries. A woman in such a household knows very definitely that the dirty work of taking care of a dirty ice box is a real factor in making her tired at the end of one or two days out of every week. There is a hook in an appeal of cleanliness and that is the most important trump card if the salesman were selling such a woman as a prospect.

"Here is another appeal that is important and might be a deciding factor in making actual sales, no doubt has been over and over again.

Electric Refrigeration as a Social Distinction

"It is very largely tied up with the idea of social distinction. But this time it has to do with the menu. In certain families, the women or the man influenced by his wife, has a very real desire that her entertaining shall be different; that her dinners shall be unforgetable, that the woman at the table shall exclaim or make mental notes over the unusualness of the dishes served. An ace in the hole with such a prospect would be the importance of an electric refrigerator in entertaining.

"Again these same women, or others, might have a very real regard for the appetites of their own family. Thousands of women are depressed by the dreary round of thinking up something different for the daily meals. That feeling is the very sound reason why you see so many hundreds of food advertisements with recipes in them. They are put there because the women anxiously read them—something new in a menu. And it is by no means always desired for the guest. The important point to stress with such women would be just this new variety and new appetizing appeal made possible in the family bill of fare. Not just new dishes like pleasing desserts but the difference of every food in every dish made from food kept by electric refrigeration.

Economy and Convenience Appeal to Many

"But list of appeals are by no means exhausted. Here is the very good housekeeper who is willing to go to almost any degree of labor if it means economy. With the ice box she has, she would continue to live until it was pulled apart or polished apart, unless she and her husband or she convincing her husband, made up their minds that to buy an electric refrigerator was a matter of sound practical economy. She might grant you all the other appeals in electric refrigeration and yet not buy until this point was raised.

"Or here are other families who may not entertain much or if they do, in a sort of a haphazard picnic manner, families who are of a happy-go-lucky nature, don't care particularly about their health (they are usually healthy)—don't care much about expense—(they are usually good spenders)—who have no particular pride in possessing the last word in modern equipment *but*, and here is the selling point for these folks, have a real concern about their convenience. They don't like to worry about waiting at home for the ice man. They don't like the inconvenience of coming home from a trip, (and such people are usually hurrying about) to find the food unfit to eat in the ice box they left behind them. The question of convenience to these people might be a deciding argument.

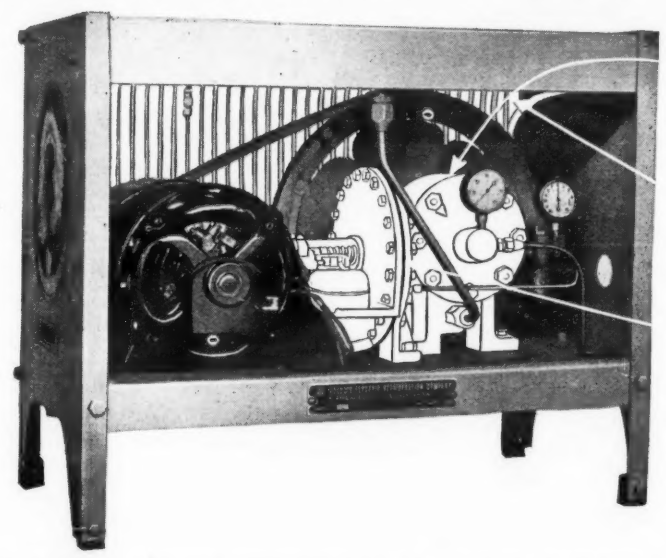
Selling One Idea at a Time in Advertisements

"Probably this list or the analysis of it is by no means complete but it is enough to show that if the Society's advertising is going to get right down to work in effecting sales in 1927 we ought to make just as many of these appeals as possible, and that is exactly the plan embodied in the advertising we are going to show. But remember as you look at it that it is very seldom sound advertising to shout all your reasons in one advertisement. Every one of the advertising men in this room would subscribe to the statement that one idea shot home like a rifle bullet is worth ten birds show blown at random.

"The reading public doesn't ponder any too long on any advertisement. We must take our chance on getting one clear impression and then leave to subsequent advertisements the job of piling up our evidence. For this reason attempt has been made to treat the copy as briefly as possible in every instance, only enough words being taken to get across one appeal of the total list of appeals possible.

"Now it may be thought that the analysis just proceeding was based on the idea that we could not hope to get any readers for each advertisement except those who are interested in that particular appeal, but this is not the case any more than it is true in a word of mouth sales talk. All of these appeals will have some value and force and they will all be summed up and multiplied in their importance when the most important one for that particular reader comes under his eye.

The greatest single advance in electric refrigeration



Rotary-type Compressor

Operates silently. Only 3 moving parts. No noisy intake valves, connecting rods, wrist pins, crankshaft or stuffing box. Requires less power to operate. Practically trouble proof.

Header-type Condenser

New and exclusive design. Every inch of tubing is prime condensing surface—therefore far more efficient. Tubes form guard for external moving parts of compressor unit.

Automatic Pressure Control

Eliminates troublesome thermostat. More efficient. Absolutely trustworthy. Controls temperature in refrigerator within one degree of any predetermined point.

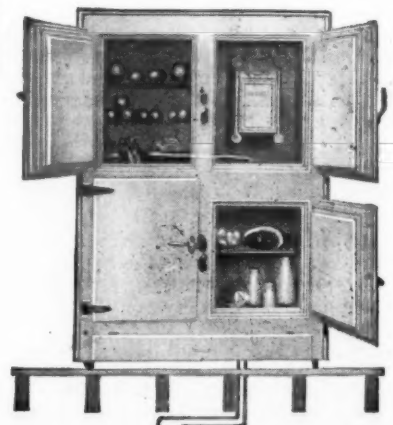
THE silent Iroquois represents an advance in electric refrigeration as revolutionary as the powerful, smooth-running motor car of today is over the noisy, chugging car of a quarter century ago. It has many other advantages not described above.

Safe Refrigerant: Ethyl Chloride, the refrigerant, is non-poisonous, non-corrosive and absolutely safe. It has a slight, but non-offensive odor, when released in the air. It works under low head pressure, therefore reduces danger of leaks to a minimum.

No Brine Tank: The new Iroquois employs a direct expansion coil in cooling unit. Results: more room for food—better circulation of air —less weight—more sanitary—more responsive to temperature control.

No "freezing up:" Moisture cannot interfere with operation of Iroquois machine. Freezing tube in cooling unit holds moisture in crystal form and prevents it from passing to float valve.

Iroquois Electric Refrigeration can be installed in any ordinary well insulated ice box. There is also a complete line of Iroquois Electric Refrigerators with everything complete in a cabinet. For the apartment there is a small refrigerator in a handsome, cork-insulated, white enamel, hardwood cabinet. We also supply large all metal refrigerators in white and gray porcelain cabinets.



Iroquois Electric Refrigeration can be installed in any well insulated ice box. Cooling unit is placed in the ice compartment and compressor unit in the basement or any out-of-the-way place.

Our new Iroquois book describes in detail various sizes, capacities, etc. We will gladly send it upon request.

IROQUOIS ELECTRIC REFRIGERATION COMPANY

1600 Arch Street, Philadelphia

Associate of the Barber Asphalt Company

The Silent

IROQUOIS

REG. U.S. PAT. OFF.

ELECTRIC REFRIGERATION

The crisp dry cold of a frosty night

DISTRIBUTORS: To distributors who can qualify —an exclusive distributor arrangement for selling Iroquois should prove profitable. Now is the time. Write us for complete details.

More Questions About Electric Refrigeration Asked by Women

Additional Results of Survey in Chicago Suburbs

—*Continued from first issue*

A-17 Mrs._____Owner not home, talked to maid.

"We have our own icebox and our own ice-house so it wouldn't pay for us to install one tho I hear that everyone who has one is very well pleased with one. I can't see how there could be much of a saving tho by the time you count the huge initial output. But I notice that those who own one never seem to think that they have wasted the money and I guess that is a pretty good way to judge their worth and real value to a person."

A-18 Mrs._____Elderly couple in a large, old-fashioned house. Maids and helpers.

"I have a box but I do not care to tell the name of it. . . it is one that my husband used to manufacture himself when the refrigerators were first a new idea. He had to stop making them because the large companies ran him out of business but the one I am still using is still as good as when we first got it. They last forever, it seems. Another thing, the new machines are practically the same as the first ones were so it is safe to buy one anytime because they seem to be in an improved form as they are."

How Can Electricity Make Both Heat and Cold?

A-19 Mrs._____An elderly woman and her maid. A lovely home.

"We haven't any and we won't be buying one because we travel too much of the time to make it pay to get one. We can endure the inconvenience the little time we are home. But there is a lot of talk about them right now. Every one seems to want one. I don't know anything about them. I can't see how electricity can make both heat and cold. Will the electricity conduct lighting or are they perfectly safe in storms? Is there any danger of the motor being in a damp basement? If it takes a lot of electricity to run one, I 'spose it might make the lights dimmer while the motor was running."

A-20 Mrs._____Young couple with one child. Live in this home for only the summer months.

"I cannot afford to get one now but we intend to get one as soon as we can afford it which we hope will be in a few years, or sooner. When a young couple starts out to build a home, there are so many things that they have to buy that it is a hardship to have to buy such a large box at the beginning. Why doesn't the companies' dealer ask them to make smaller sized ones for less money to give the people with small homes and small incomes a chance to have one. My icebox just fits into my tiny wall space now, but a large electric one couldn't be there. Some of my friends in Michigan have them and they say they couldn't get along without them now."

A-22 Mrs._____Good circumstances. One small child. Nice new home.

"I haven't one just now because we can't afford one now. All I have ever heard about them has been good reports. There seems to be no disadvantages except the large cost at the beginning. . . which keeps a lot from having them. I hear that they are supposed to pay for themselves in five years, but friends have told me that they are rather expensive even after the original cost. They say that the upkeep is even higher than an icer's upkeep. I mean to have one some day though it won't be until they are much cheaper. It is just like it was with the coming of electric sweepers and washers. . . they cost too much when they first came out but gradually when dealers saw that people couldn't afford such prices, they cut down on the cost and every one got them."

How Will It Compare With Ice at $5.50 per Month?

B-23 Mr._____About thirty two. Two small children. Rented house.

"What is the price and the cost of upkeep? What size should I buy? Could I move it from place to place? My ice bill is around $5.50 per month. How would that compare with the cost of electrical refrigeration, considering the interest on my investment? I have heard that they keep an even temperature. Wouldn't that be a factor in guarding my family's health?"

B-24 Mr._____About forty-five. With large corporation. Owns home.

"I just bought a very expensive porcelain lined icebox last summer so I'm not interested in putting more money into refrigeration at this time. In two or three years, I hope to buy an *electrical* refrigerator. Right now I am pretty well sold on the _____, but before I buy, I want to know: How much does it cost? What is the cost of operation? How about depreciation? How does the cost compare with the ice cooled box? I understand that they are a bit noisy, but I'm used to such noise because I have had a gas-water heater to listen to for several years. If I buy, I'll buy on the installment plan so I'll be assured of some real service when things go wrong."

If It Is Dry Cold, What Makes Frost on the Coils?

B-25 Mr._____Elderly man and invalid wife. Small house.

"We shall never have one because I am sure neither of us will ever live long enough to make one pay. We know that they are a good thing though, but they are very expensive. Is there any danger of getting shocked from one? What about oiling the motor? You might as well have an iceman messing around as a man oiling all the time. Water will wipe up but oil won't. Are there any bare live wires around that could injure any one who is susceptible to electricity? If it is a dry cold, what makes the frost on the coils. . . it takes moisture to make frost. Every one who sends literature never sends any with an explanation along with it on *how* the motor makes coldness."

Neagle Defines Limits of Association Action

(Continued from page 1, column 4)

operation many of those not acquainted with the work of trade associations immediately say, "Wherein does a lawyer aid in industry co-operation. Most of their work consists in saying what you cannot do." That this is not the fact men who have been members of trade associations can well testify.

Recent Decisions Have Greatly Clarified Legal Situation

"Mr. Justice Holmes of the Supreme Court of the United States is reported to have said that a good lawyer is one who upon a given state of facts can best guess what the court of last resort will decide is the applicable law.

"Many aspects of trade association law are not covered by judicial decisions and a lawyer dealing with trade association problems is always confronted with the fact that many prosecuting officials believe that the sole aim of any trade association is to fix prices and restrain competition and every effort of a trade association to improve conditions in its industry is judged by this ill-founded conviction.

"In the realm of industry statistics the Supreme Court in its recent decisions in the Maple Flooring Manufacturers Association case and in the Cement Association case has greatly clarified the legal situation. The Supreme Court in these two cases for the first time recognized that the laws of economics were not intended to be subverted by restrictive judicial decisions. They realized that the possession of complete information by all the members of an industry tended toward the stabilization of prices in that industry and they held that the fact that these statistics were collected by an association did not, *ipso facto*, make them illegal so long as these statistics were available not only to the manufacturers collecting them but also to the public.

Forbidden Activities

"I have heard many times that the permissible activities of trade associations were few and that the forbidden activities were many. With this I thoroughly disagree for in my opinion there are more permissible activities than forbidden activities.

"Shortly stated, forbidden activities are those which affect free competition and which prevent the ultimate buyer from obtaining every possible advantage by reason of competitive sales effort among supplies. These non-permissible activities include, of course, fixing of prices, maintenance of resale prices by contract, agreement or understanding, maintenance of fixed discounts, maintenance of fixed guarantees, limitations upon free service, limitations upon trade-ins, etc.

Permissable Activities

"The permissible activities, however, far outnumber the forbidden ones.

"There is open to a trade association legislative activities looking toward the passage of laws which will aid the industry and working against the passage of laws which will restrict the industry.

"There is a wide field of standardization open; the standardization of nomenclature of sizes, of capacities, of ratings, of types of machines, etc.

"Simplification, that is, the cutting down of the number of different sizes and types of apparatus which may be purchased, is not a permissible activity by a trade association, but if a trade association feels that simplification is an advisable thing such simplification can be effected through the Department of Commerce after a conference at which the manufacturers, the Government, the public, and other agencies are represented.

"Uniform cost accounting methods may be worked out and put into effect by a trade association. With such uniform cost accounting, if followed by the members of the association, statistics of cost which may be collected by the association are rendered completely useful by reason of the fact that everyone knows that such statistics are based upon the same method of accounting.

"Trade associations may engage in collecting and disseminating credit information and may also engage in the work of a collecting agency for its members.

"Slogans may be adopted by a trade association for use by its members just as the members of the proposed Electric Refrigeration Council will be able to use the solgan, 'To protect food is to protect life' and 'Electric refrigeration—a way to better living.'

"Trade associations may maintain information bureaus for the purpose of giving the public information with regard to their industry and the companies in that line engage in making particular apparatus

"Traffic and transportation problems, classification of freight rates, of freight, etc., are better handled through an industry organization than by individual companies.

"A trade association may carry on commercial research in the way that is ordinarily not possible for an individual company because there is an interchange of ideas among representatives of various companies which results in commercial problems being threshed out from all angles.

"Trade association again may carry on programs of educational research, such as the proposed work to be carried on by the Department of Agriculture for the members of the proposed Electric Refrigeration Council.

Collection of Industrial Statistics

"And finally, trade association may engage in what I believe is one of the most important functions of a trade association at the present time, and particularly in the case of the electric refrigerating industry because of its newness and because of the tremendous increase in a short period of time of the number of units that have been sold and installed, the collection of industry statistics.

"In connection with statistics it must be remembered that the Supreme Court of the United States in the Maple Flooring Manufacturers Association and Cement Association cases has laid down the rule that statistics to be legally collectible must be available not only to the members of the association collecting them but to the press and to anyone who may desire to have them. Another requirement of statistical compilations is that the statistics of any one company be not identifiable.

"After the decisions of the Supreme Court in the Cement and Maple Flooring cases it was said by some that the door was wide open for the collection and dissemination of statistics but this, in my opinion, is exactly contrary to the fact. The Department of Justice has recognized and adopted the rule laid down by the Supreme Court in the two cases mentioned and has announced that in view of the fact that trade associations have been furnished with guide posts for their statistical activities that any association violating the law will be more severely dealt with than before because their action will indicate a conscious attempt to carry out illegal purposes.

"Statistics may be collected as to production, as to the quantity produced, and as to the percentage of total available production obtained in any given period.

"Employment conditions likewise may be the subject of statistical activity. Such conditions would include the number of workers by classes, the average hours per day or week of employment of the workers, the average wages by classes, and the labor turnover.

"Statistics of shipments made can also be properly collected, whether by units, by classes of units, by total value, by price per class, by geographical distribution, or by classes of customers, that is, jobber, contractor-dealer, central station or consumer.

"Knowledge of orders received or sales made may likewise be obtained through statistics. These statistics may cover unfilled orders on hand at the beginning of the statistical period, new orders received during the period and unfilled orders on hand at the close of the period. In the same way sales information may be collected.

"There may be statistics of stocks on hand. There may be statistics of cancelled orders which in a time of industrial crises would be very valuable.

"Prices likewise are the subject of statistical activity; prices of raw material, prices of finished goods, and the prices on completed contracts where units are sold in quantity.

"And lastly, there may be statistics as to costs of production, of selling, of management expenses, etc."

CLASSIFIED COLUMN

HELP WANTED

DISTRICT MANAGER

By Refrigeration Manufacturer

The executive selected will have had experience in selling electrical refrigeration. He must have exceptional sales ability, be a good picker of men and know how to train and direct the efforts of high grade commission salesmen. His experience should embrace both dealer and house to house selling. The salary plus over-riding and bonus will attract best types of executive. Company well established—strong financially and known to the public through its big advertising. Location New York, Chicago, St. Louis and Atlanta. Replies will be known to only two men and treated in strictest confidence. No references investigated until permission given. State where employed now, age, present earnings and telephone number.
—Box No. 1, Electric Refrigeration News.

"When you answer an advertisement in a business paper, you will impress your prospective employer with the fact that you are a specialized man yourself—that you are one of his own field."
—From *Selling Your Services.*

WANTED

Photographs and descriptive stories of original window displays of electrical refrigerators, store exhibits and demonstrations, portable and community exhibits, for publication in ELECTRIC REFRIGERATION NEWS. Suitable payment will be made for all material used. Address: Electric Refrigeration News, 818 West Hancock Avenue, Detroit, Mich.

ASSISTANT EDITOR

Opportunity for young man with newspaper or magazine experience to become assistant or managing editor of ELECTRIC REFRIGERATION NEWS. Offers contact with high grade business executives in rapidly growing industry and chance to do a constructive job in a new field. Write or telephone F. M. Cockrell, 818 West Hancock Ave., Detroit, Mich.

"If a man is making a fresh start and has experience which he figures he can capitalize in any one of several directions, he will do well to read thoroughly the newspapers and trade magazines with a view to picking out the particular field that holds the best promise for the next few years."
—From *Selling Your Services.*

To fit your present ice box, $170 and up, f. o. b. Detroit
The Absopure Frigerator DeLuxe models are full porcelain lined, cork insulated, Duco finished. Prices are from $370 up, f. o. b. Detroit
A full line for Homes, Apartments, Ice Cream Dispensers, Stores, Florists, Delicatessens.

Back of This

Economical Electric Refrigeration

Are 25 Years Practical Refrigerating Experience

The Absopure Frigerator A-5-2 food space 5 cubic feet, handsomely lined, cork insulated, Price $225, f. o. b. Detroit

Advantages of price, quality and reliability so brilliantly conspicuous in the Absopure Frigerator represent the practical expression of 25 years' experience by famous refrigerating authorities.

It is completely automatic, quiet running and practically free from service requirements. It is economical to buy, maintain and operate.

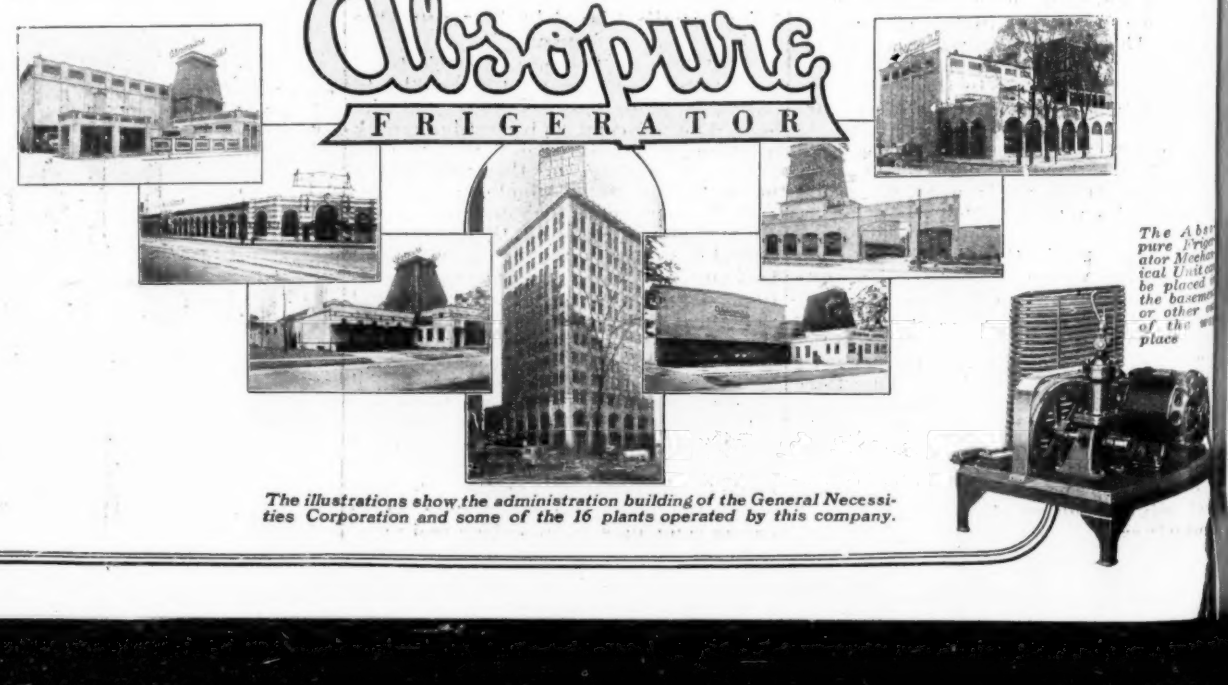
Back of the Absopure Frigerator is an organization built up in 25 years of continuous, successful refrigeration experience and comprises great resources in highly trained technical men, financial strength and physical equipment.

In materials, workmanship, and quality it is not surpassed by the costliest machines built. And because of the manufacturing economy of its design and the volume methods of production, it holds outstanding price advantage in every comparison.

Some Valuable Franchises Are Open. Write or Wire

GENERAL NECESSITIES CORPORATION, *Detroit, Michigan*

THE Absopure FRIGERATOR



The illustrations show the administration building of the General Necessities Corporation and some of the 16 plants operated by this company.